

SEVENTY-FIVE CENTS

OFFICIAL SOUVENIR PROGRAM
CALGARY EXHIBITION & STAMPEDE



JULY 6-15 • 1967
CALGARY, ALBERTA, CANADA



When your brand of pioneering has been a mark of success for 150 years, you have plenty to remember. Especially when you've made financial history, like staking out the beginnings of this country's banking system—fifty years before Confederation.

Canada's First Bank was ranging far afield to help pioneer new developments in 1880 when the number 71—the first cattle brand to be recorded in Western Canada—was registered at Fort MacLeod in the area now called Alberta.

At this time we could be looking back on a long record of achievement. Instead, we're looking ahead—well ahead. Canada's First Bank may be an old-timer, but it has the youngest outlook in banking.

Bank of Montreal

Canada's First Bank

Calgary Exhibition Branch: Administration Building ■ Calgary Main Office: 8th Ave. & 1st St. W. ■ Stock Yards Branch: Alberta Stock Yards Company Bldg. ■ To serve you: 16 offices in Calgary and District, 107 offices in Alberta, more than 1,000 offices in Canada and around the world.



Calgary Exhibition and Stampede Souvenir Program

This program was produced by the publicity department
of The Calgary Exhibition and Stampede

A. T. BAKER
President

IRVEN W. PARSONS
General Manager

DON WELDEN
Publicity Director

Program sales by Calgary (Downtown) Kiwanis Club with
their share of the proceeds being earmarked for Camp
Kiwanis, a summer camp for underprivileged children.

Printed by Aircraft Printing Co. Limited

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EXPORT

PLAIN or

FILTER TIP

CIGARETTES

REGULAR AND KINGS

Excuse me.
I'm a stranger in town.
Think I should
take in the Stampede?

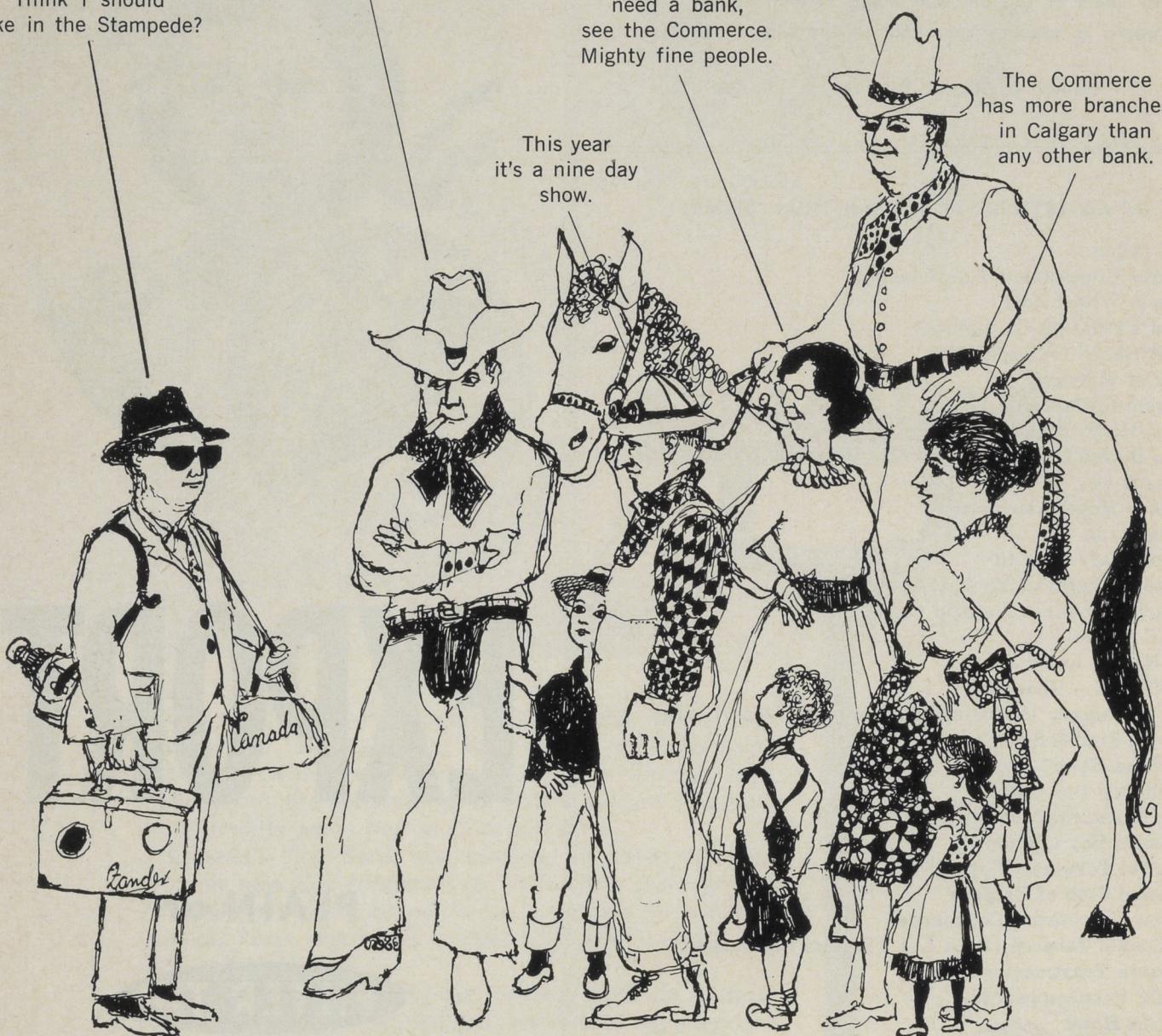
Sure do!
It's bigger and better
than ever.

And if you
need a bank,
see the Commerce.
Mighty fine people.

Shucks
it's just the
biggest ever.

This year
it's a nine day
show.

The Commerce
has more branches
in Calgary than
any other bank.



CANADIAN IMPERIAL BANK OF COMMERCE

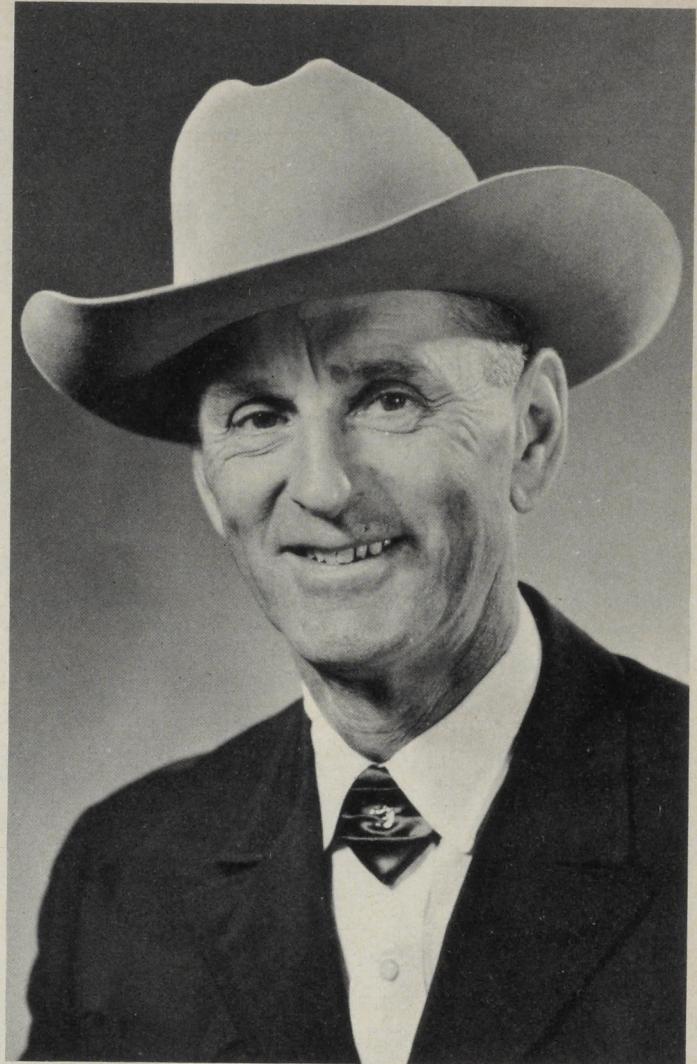
1967 — Our 100th Year of Banking Service

TOP EXHIBITION AND STAMPEDE EXECUTIVES



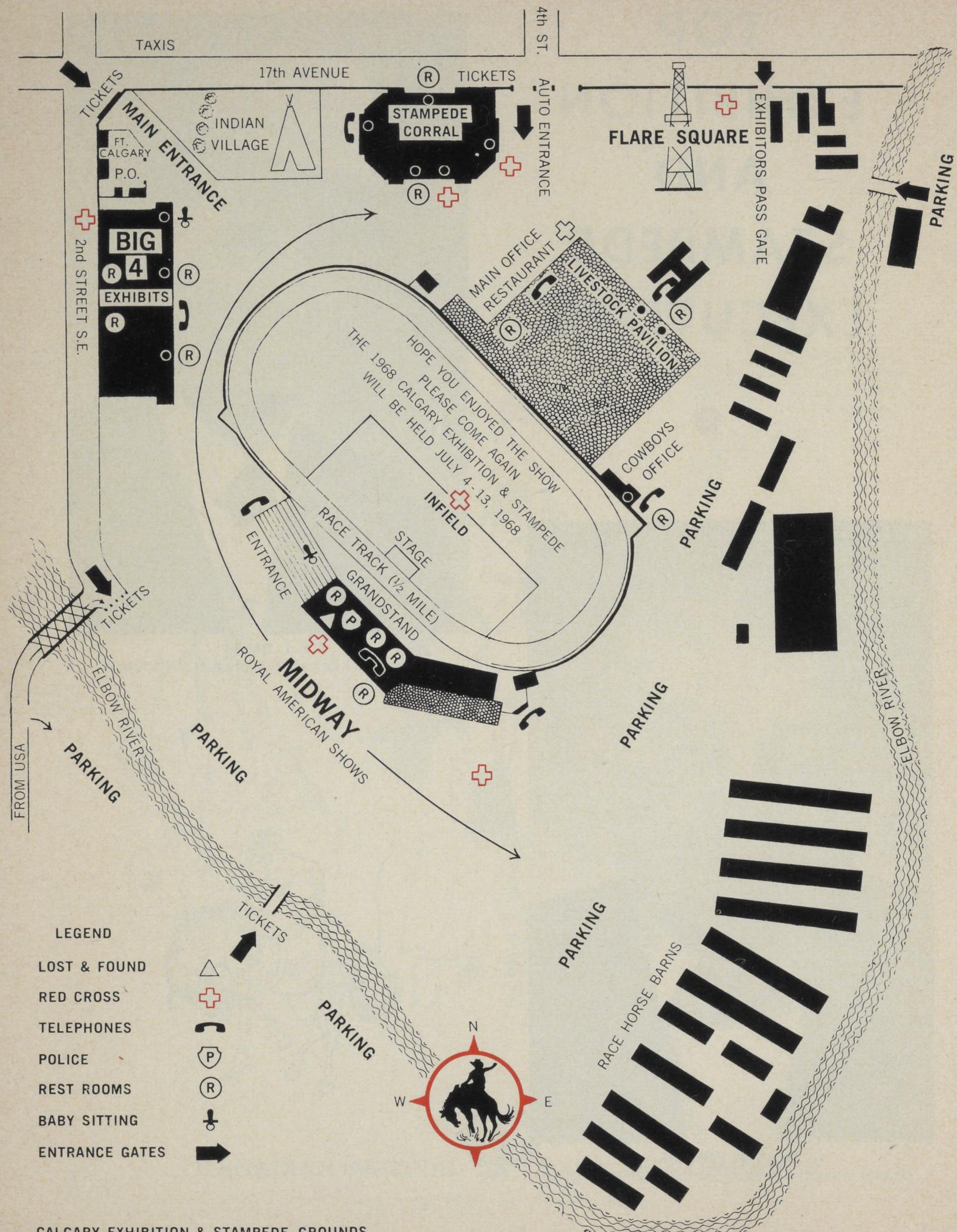
IRVEN W. PARSONS

General Manager of Calgary Exhibition and Stampede



A. T. BAKER
President of Calgary Exhibition and Stampede





CALGARY EXHIBITION & STAMPEDE GROUNDS
VICTORIA PARK - CALGARY, ALBERTA

EXECUTIVE COMMITTEE



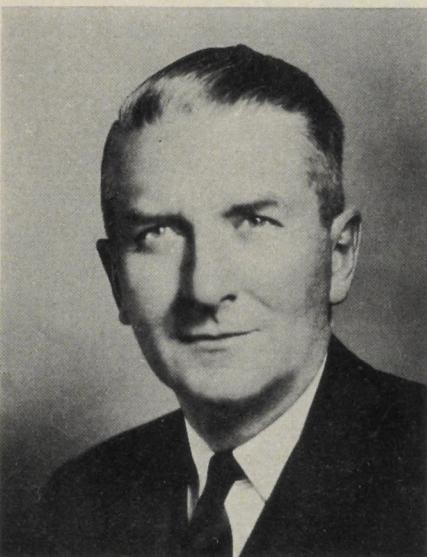
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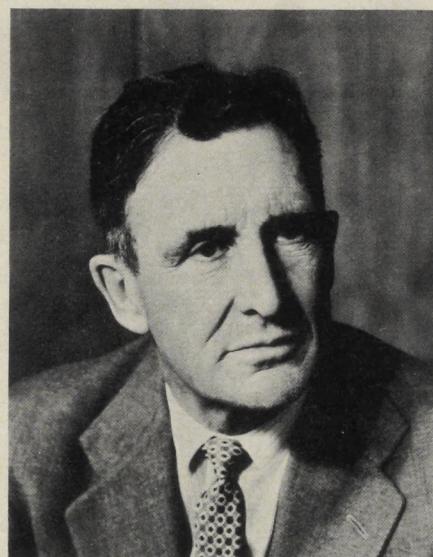
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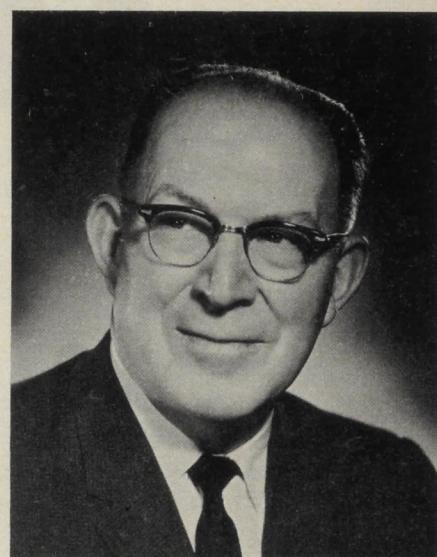
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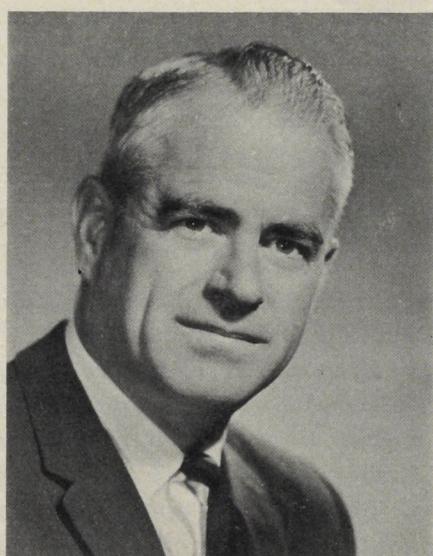
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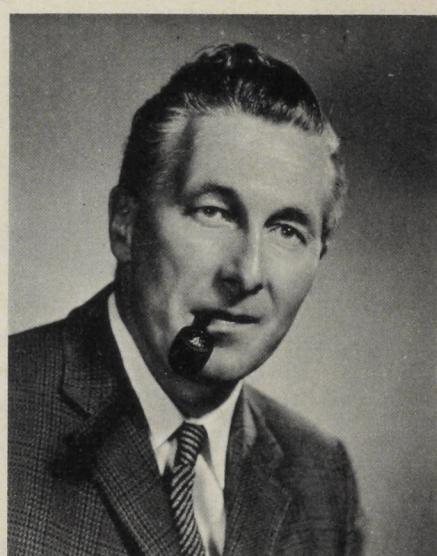
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JACK DAVIS
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MAYOR J. C. LESLIE
Honorary President



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Director, Representing the City



A HEARTY WESTERN
WELCOME AWAITS YOU AT **EATON'S**

From the moment you set foot in Eaton's, you'll be happily enveloped by the friendly, hospitable spirit of Stampede Week! Five air-cooled shopping floors await you with a world-wide selection of merchandise for yourself, for gifts and souvenirs . . .

Eaton's Carpark just across the street and connected to the store by underpass, provides sheltered parking for hundreds of cars . . . Our Valley Room Cafeteria caters to Stampede Visitors with typical western menus—Calgary's own White Hatter Stew, Roast Hip of Alberta Beef, other favourites for your pleasure! We've topnotch sales people to assist you in every department—there's a post office, a tourist information booth, a beauty salon, optical service, customer rest rooms—and everywhere at Eaton's there's colourful evidence that Calgary's Shopping Showplace is ready to please Stampede Visitors! 8th Ave. between 3rd and 4th Sts. S.W.; Eaton's Store Hours: 9 a.m. to 5.30 p.m. daily; 9 a.m. to 9 p.m. Thursday & Friday; Phone 266-0234.

Glamour and Excitement of Exhibition and Stampede Attracts Thousands

The Calgary Exhibition has been held continuously at Victoria Park since 1886. In 1923 the Stampede (championship cowboy contests) became a feature attraction at the annual Exhibition, and since that time, it has been known as the Calgary Exhibition and Stampede.

From an initial attendance of 137,838 in 1923, it has expanded and developed until in 1966, the six-day attendance totalled 654,120.

Its fame has spread to every part of the world, and the word "Calgary" has become synonymous with what now has been described by exhibition men everywhere as the greatest attraction of its kind in the world.

It has brought Calgary and its citizens world-wide recognition. It attracts more visitors annually than any other six-day event anywhere else in the world (beginning in 1967 — 9 days). Its contribution to the economy of Calgary and district is beyond calculation. Its success story has been told in a dozen languages by newspapers, magazines, motion pictures, radio and television.

The annual Calgary Exhibition and Stampede is more than a show. It is a tradition. It helps keep alive the color and glory of the last old great west. It is a rich inheritance from the days when Calgary first became the heart of the great ranching and cattle industry of Western Canada. The birth and development of the great oil industry, and the phenomenal progress made by industry merely served to enrich and enhance its lustre. It well deserves its world-wide acceptance as "The Greatest Outdoor Show on Earth," and there's nothing just like it anywhere else in the world.

It offers to its patrons a more diversified program of family entertainment than does any other major exhibition on the North American continent.

The Stampede events (now the world's largest 9-day Rodeo) is held in the grandstand enclosure which can accommodate a total of around 25,000 persons in the covered grandstand, open bleachers and the standing room apron.

Eight running horse races are held every afternoon with pari-mutuel wagering, and the races are inter-

spersed between the Rodeo events so that there is something doing every minute. The performance in the grandstand area gets underway at 1:30 p.m. and continues until around 5 p.m.

The evening performance in the grandstand area features the world famous chuckwagon races or Range-land Derby, said to be the world's most thrilling horse race. Eight races are held nightly, with four chuck-wagon outfits competing in each race. This event is followed by a major stage production, produced exclusively for the Calgary Exhibition and Stampede. A colorful fireworks display completes the nightly program in the grandstand enclosure.

Every acre of land on the grounds offers some kind of entertainment. From the Indian Village where nearly 300 representatives of four tribes are in residence all week to the big Exhibits Building — The Big Four — with its 160,000 sq. ft. of air-cooled space crammed with exhibits of every description, and then to the great Royal American Shows Midway with its rides, shows and games to the commodious Livestock Pavilion where some of the finest livestock in Canada and the United States will be on show. There is something to see and do for every member of the family and every hour of the day.

Another outstanding feature is the \$100,000 Pot O'Gold Give-Away which will see some lucky person on the final night of the show win a \$50,000 gold brick and other patrons sharing \$50,000 worth of special prizes.

Eight large ticket selling booths will be placed at strategic points throughout the grounds with the ticket selling operation being in charge of the Calgary Junior Chamber of Commerce, an organization of young, energetic business men. They will be assisted by the Jaycettes, the ladies' auxiliary of the Junior Chamber.

Tickets will be sold at \$1.00 each or six for \$5.00, and nightly draws will be held Monday through Friday for a total of 23 Dominion Electrohome Color Theatres.

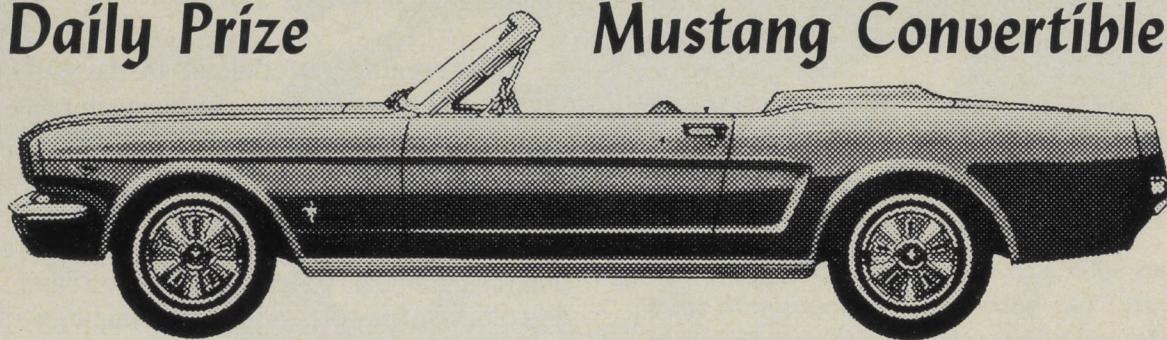
This is one of the most popular features of the annual Exhibition and Stampede with both visitors and Calgarians participating in the excitement and fun of the big \$100,000 "Give-Away".

KINSMEN CAR AWARD

9 MUSTANG CONVERTIBLES

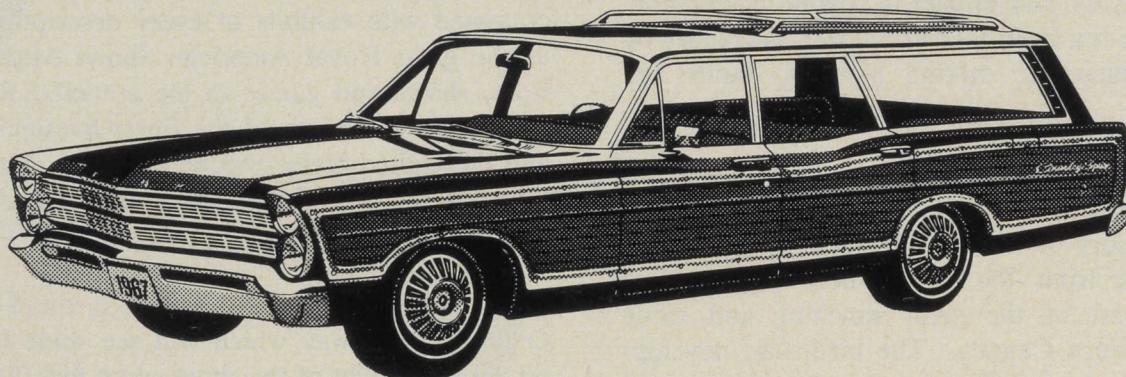
Daily Prize

Mustang Convertible

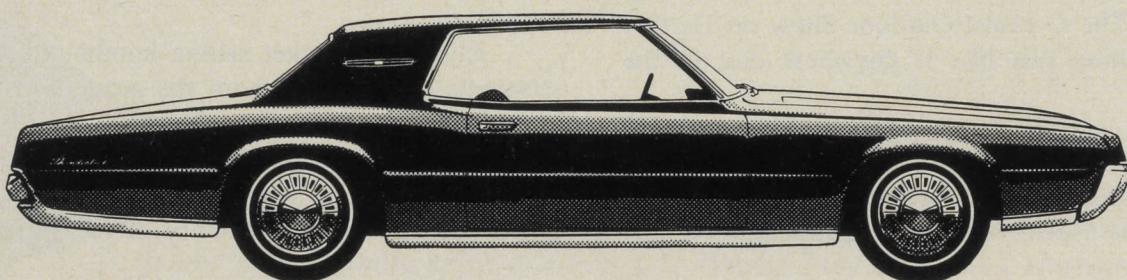


2 Grand Prizes

1 Ford Country Squire Station Wagon



1 Thunderbird - 2 Door Convertible



PROCEEDS to help the Kinsmen help the Kiddies



TICKETS \$1.00 EACH

OR

6 FOR \$5.00

TICKET BOOTHS OPEN 9 A.M. DAILY

ATTEND THE

KINSMEN COWBOY BALL

FRIDAY, JULY 14th, 9:00 P.M.

To Open Calgary Stampede



Admiral Of The Fleet The Earl Mountbatten of Burma

K.G., P.C., G.C.B., O.M., G.C.S.I., G.C.I.E.,
G.C.V.O., D.S.O., A.D.C., D.C.L., LL.D., D.Sc.

GARDEN FRESH!

and at its best
the year round

SAFEWAY



PRODUCE!



*Picked
Fresh!*

*Kept
Fresh!*

*Sold
Fresh!*

Proudly Serving Albertans



SAFEWAY

CANADA SAFEWAY LIMITED



Stampede Parade Marshal



NANCY GREENE

Women's World Ski Champion — Winner of World Cup

the Bay



Hudson's Bay Company early store, built in 1884, west of the Elbow River.



The modern Hudson's Bay store on 8th Avenue.

92 years of progress in Calgary

The Hudson's Bay Company has been here for a long time . . . since before Calgary was even named! When we came here in 1875, three log cabins were room enough for our fur trading. But by the time of the Gold Rush of 1898, we were ready to outfit prospectors from all parts of the world from the store illustrated above. At that time, our major merchandise included furs, muskets, blankets and tobacco.

Now we occupy a modern seven floor department store with everything you need. Oh, we're still leaders in wholesale furs, and we still offer famous Hudson's Bay Point Blankets, coats and the best of Western wear, but we also have exquisite china, Canadian crafted souvenirs, a world of famous name foods in our Supermarket and kicky new fashions for the Now Generation.

During your stay in the Stampede City, be sure to visit the Bay, where everything is new except the name and the tradition for service. We're on 1st Street between 7th and 8th Avenues S.W., the store for everyone in the centre of everything!

Hudson's Bay Company
INCORPORATED 2ND MAY 1670

The Calgary Exhibition and Stampede

By IRVIN W. PARSONS

General Manager

The first Calgary Exhibition was held in 1886 on the Victoria Park site and has been an annual event since then. The property was acquired in 1884 as a land grant from the Canadian Government to the Calgary Agricultural Society.

A few years later the land was mortgaged, and in 1896 the mortgage was foreclosed. In 1901 the City of Calgary purchased the property for \$6,500 and title to the land and buildings has been vested in the City since then.

In 1900 the Calgary Agricultural Society was reorganized as a non-dividend paying, joint stock company called "Inter-Western Pacific Exposition Company Limited." In 1910 the name was changed to Calgary Industrial Exhibition Company Limited and in 1933 to Calgary Exhibition and Stampede Limited.

The first Calgary Stampede in 1912 was conceived, promoted and managed by the late Guy Weadick and backed financially by the "Big Four," Pat Burns, A. E. Cross, George Lane and George McLean. Although the Stampede had no connection with the Exhibition it was held on the Exhibition Grounds and was a great success despite extremely bad weather. There was no thought at that time that the Stampede should be an annual event and the second one was not held until 1919, again promoted and managed by Guy Weadick as a "Victory" Stampede. In the meantime, the Calgary Exhibition was still encountering financial difficulties and was struggling to stay alive. In 1923 a far-sighted Exhibition Board reached the historic decision that the Stampede should be revived as a permanent part of the annual Exhibition and Guy Weadick was hired as Stampede Manager. Except for temporary set-backs during the depression and the Second World War the combined Exhibition and Stampede has never looked back and attendance has increased from approximately 100,000 in 1922 to 654,000 in 1966.

The extent to which the Calgary Exhibition and Stampede is a community effort is evidenced by the following statistics:

There are 160 Shareholders. The shares are voting shares with only nominal value and they can never increase in value nor pay dividends. There are approximately 300 Associates and Associate Directors, and 250 members of 35

committees. There is, of course, some duplication among these persons but there is one thing they have in common, which is that they do not get paid for their services to the Company. There are countless other persons who help without even receiving recognition as Associates and Committee members, including such people as the Parade Marshals and Parade Judges, the helpers at the Livestock shows, etc.

The controlling body of the Exhibition and Stampede is the Board of Directors which is composed as follows:

15 members elected by the Shareholders at the Annual Meeting;

4 Aldermen appointed annually by the Calgary City Council;

The seven living past-presidents of the Company;

7 Honorary Life Directors, who have been appointed by the Board of Directors and are entitled to attend Board meetings, but without voting power.

There is an Executive Committee composed of nine members of the Board, but this Committee is responsible, as all Committees are, to the Board of Directors.

The permanent staff consists of slightly more than 50 persons, although it is usually much larger because of seasonal operations such as curling, the winter operations in the Stampede Corral, the livestock events, horse racing and of course the Exhibition and Stampede. In the neighborhood of more than 2,000 persons are on the payroll at one time or another during the course of the year. The staff conducts the day-to-day operations of the Company and is of course responsible to the Board of Directors through the President and Executive Committee. Management is also responsible for co-ordinating the activities of the staff with that of the committees and of the other special groups such as the Kinsmen, who operate the Car Award during the Stampede and the Junior Chamber of Commerce, which handles the Pot of Gold draw.

The year-round activities of the Company have grown at least as fast as the Exhibition and Stampede,

You can't
beat
the taste
of Player's
filters.



Bronc Riding Contest With Saddle

Purse - \$10,000 and Trophy

To qualify, rider must have spurs over the break of the shoulders and touching the horse when front feet hit the ground first jump out of the chute. Rider disqualified for: being bucked off; changing hands on rein; losing stirrup; or touching the animal, saddle or rein with his free hand. — Synopsis R.C.A. rules.

Oddly enough, saddle bronc riding, the classic event, has less competitors than any other in professional rodeo.

Cowboys with little ranching experience yet with a strong hand, have gone to the top in bull riding and bareback bronc riding, but rodeo's oldest event, and with roping, the most closely linked to actual ranch work, demands a contestant with years of actual experience on rough horses.

Few outsiders have ever crashed the upper ranks. The instinctive reactions required to keep the stirrups, sense what a horse will do next, and the rhythm required—because there is nothing solid to hang onto—make this event one in which there is no substitute for the school of hard knocks.

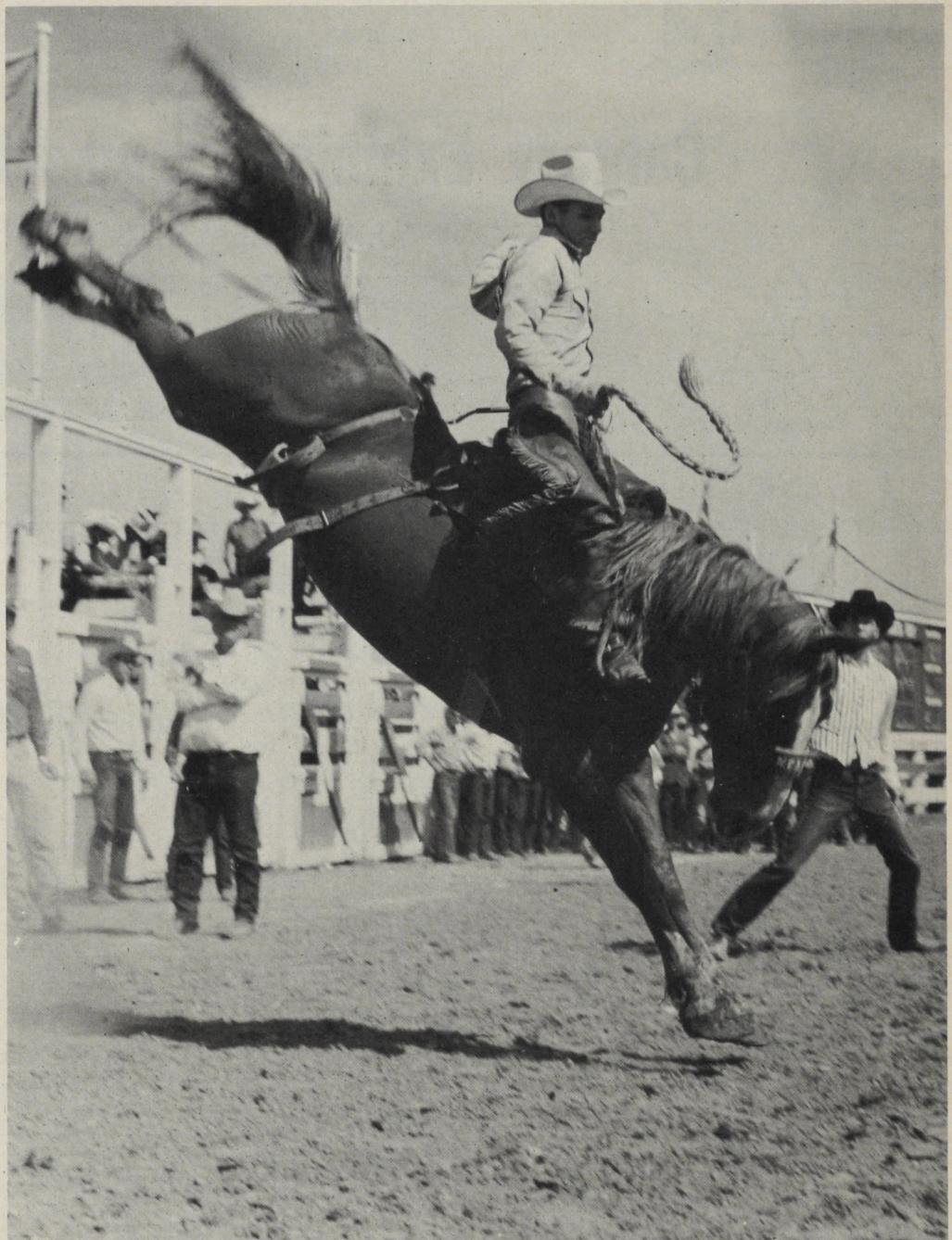
To give the horse every advantage, the rider is required to have his dulled spurs over the point of the animal's shoulders when the bronc's front feet hit the ground first jump out of the chute.

Quoting former six-time world champion saddle bronc rider, Casey Tibbs, "the first thing we think about when we know what horse we've drawn, is how much rein we'll give him. If we don't know the horse, we'll find someone who has been on him and they'll tell us."

The dependency a cowboy has on his rein often makes the difference between the good and the champion rider. A man who is not dependent on the rein alone — relying greatly on balance — can use his feet with more freedom. The judges, marking the rider from 1 to 25, will give him a higher mark for this full arcing stroke which cowboys call "lick".

Equally important is the fact that some horses, which the judges also score from 1 to 25 on how hard they buck, will "turn on" better if the passenger isn't hanging on to the rein with brute strength.

The rider is marked down by the judges if he loses control—cowboys call it "getting into a storm"—and in this event the saddle itself makes recovery more difficult. The cantle of the saddle, behind, and the swells, in front, get under a man and literally knock him out of there. The fear of hanging up in a stirrup, always in the back of the rider's mind, is another angle adding to the event's danger.



In the fraternity of saddle broncs, the tried and true campaigner becomes legendary. More people remember Hell's Angels, Midnight, Miss Klamath and their modern counterparts, Trail's End, Big John, Jesse James, Jake and Warpaint, than they would recognize the names of the men who tried to ride them.



Welcome to Canada's Centennial



and the

Calgary Exhibition and Stampede

FROM 50,000 MEMBERS OF THE



ALBERTA WHEAT POOL
Farmer-Owned Co-operative



Greetings . . .

and a Warm Welcome to the Stampede City!

Alexandra Hotel
Airliner Motor Hotel
Limited
Beacon Hotel
Bowness Hotel
Calgary Inn
Carlton Dominion Hotel
Cecil Hotel
Crossroads Motor Hotel
Elbow Lodge
Empire Hotel
Empress Hotel

Forest Lawn Hotel
Grand Hotel
Highlander Motor Hotel
Holiday Inn
Imperial Hotel
King Edward Hotel
National Hotel
New Noble Motor Hotel
Palliser Hotel
Queen's Hotel
Royal Hotel

Shamrock Hotel
Sheraton-Summit Hotel
Stampeder Motor Hotel
St. Louis Hotel
St. Regis Hotel
Trade Winds Motor
Hotel
Victoria Hotel
Wales Hotel
Westgate Motor Hotel
Yale-Plaza Hotel
Ycrk Hotel

THE ABOVE MEMBERS OF THE CALGARY HOTEL ASSOCIATION ARE HAPPY
TO BE YOUR HOSTS DURING STAMPEDE WEEK

Bareback Bronc Riding Contest

Purse - \$9,200 and Trophy

One-hand rigging to be used. To qualify rider must have spurs over the break of the shoulders when horse's front feet touch the ground, first jump out of the chute. Horses will be ridden for eight seconds. Rider cannot touch horse with free hand. — Synopsis R.C.A. rules.

The eight-second bareback ride is confusing because some cowboys' wild spurring appears to be simply showing off while in actual fact the rhythm of a man's legs on some horses is all that keeps the rigging — a handhold on a surcingle like the handle on a suitcase — from being torn out of his hand.

The bareback rider throws his feet forward in time with the horse's jumps, and at the same time this motion keeps his seat close to his riding hand. He's well aware that once he slips away from the handhold he's on the launching pad. The further back he gets on a high-kicking horse the further out he is on the catapult.

Also the cowboy who has his riding arm straightened invariably winds up having his clenched riding hand jerked open.

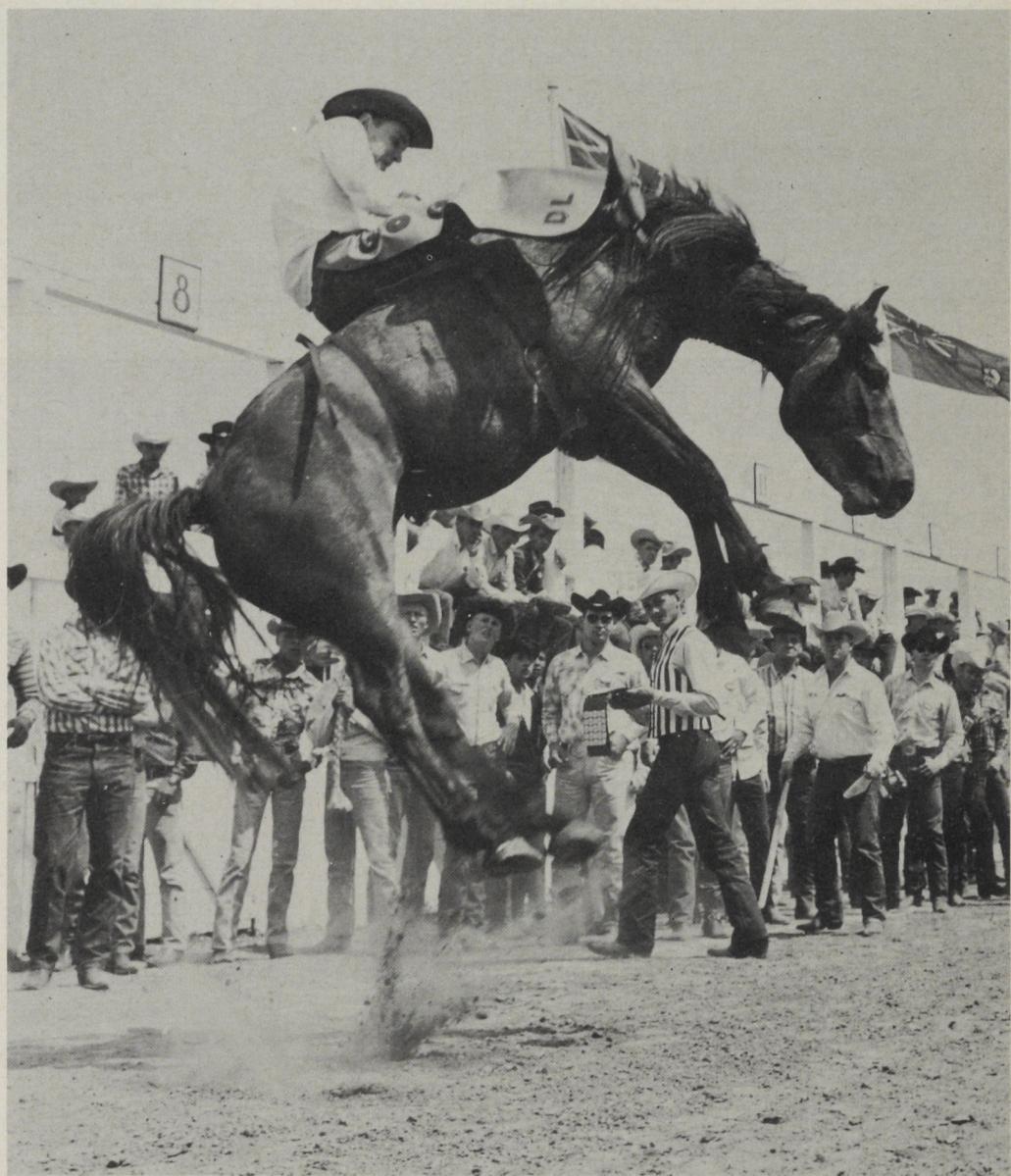
Rules require the rider's dulled spurs be over the break of the horse's shoulders when the animal lands the first jump out of the chute. Some bareback broncs wheel out almost as quickly as the gate can be jerked open and the cowboy has a hard time keeping that outside foot where it is required to be.

The judges are looking for the horse that gives the rider most trouble for the full eight seconds. Onlookers when hearing the score often are mystified because the bronc who threw the spectacular wingding, once or twice, wasn't marked higher. They failed to take into consideration that for half the eight seconds

the horse, in the judges' opinion, wasn't difficult to stay on.

The event originally started as a time-filler when it was necessary to shuffle animals behind the chutes. The riders often were youngsters with nothing but a burning ambition to become rodeo hands and a rope they looped around a wild horse's middle.

The aspirant hung on with both hands and stayed aboard as long as he could for "mount money", usually



about \$2. Many a rookie who started this way went on to the top. The equine stars in this event often find their niche because they fire better without a saddle and the restriction of the buck rein.

Simpsons-Sears

2 Great Stores Serving Calgary and District

North Hill
1616 - 14th Ave. N.W.
Dial 289-7777

Southridge
58th Ave. at Macleod Trail
Dial 252-7711

We Honour
Simpsons-Sears
Robert Simpsons
Sears, Roebuck
Account Cards

Now you can do everything from 'outfittin' your family 'Western Style' to charging your gas and oil at either one of Simpsons-Sears two big Calgary locations . . .

Simpsons-Sears and Sears Roebuck Account Cards are now honoured anywhere in the world.

*Welcome to
The Greatest
Outdoor Show
On Earth . . .*



THE BULLETIN.

EDMONTON, N.W.T., MONDAY, DECEMBER 20, 1880. NUMBER 3.

VOL. I. TELEGRAPHIC.

WINNIPEG, Dec. 17, 1880.

In the Dominion Parliament, after the Address-in-Way contract, Sir John presented the Pacific Railway bill.

The parties are Messrs. Stephens & McIntyre, of Montreal, Kennedy, of New York, Angus & Hope, of St. Paul, Morton, Rose & Co., of London, and Cohen & Reinach, of Paris, France.

Terms required are the deposit of a million dollars cash as security for the construction, and the gauge to be four feet six and one-half inches.

In respect to the quality and character of the work, the Union Pacific Railway is accepted as the standard.

Work will be commenced immediately—Eastern section before the first July next, Central completed by the first May, and the whole must be completed by May, 1881.

The Company can either pay the cost of building and possess the whole construction when completed or assume the work at any time by paying the portion under construction.

If they take up the portions under construction they must complete them before 1885. The British Columbian section must also be completed by 1881.

The road will be the property of the Company forever and when the portions under construction are completed they will be handed over to the company.

The subsidy is \$25,000,000 cash and 25,000,000 acres of land.

The money subsidy for the Central section of 1,350 miles is—for the first 900 miles, \$1,000 per mile, for the last 450 miles, \$13,333 per mile, and for the Lake Superior section of 650 miles, \$15,384 per mile.

The land subsidy is thus divided:—Central section, first 900 miles, 12,500 acres per mile; last 450 miles, 16,666 acres; and the Lake Superior section of 650 miles, 9,615 acres per mile.

With regard to the respective sections, each mile or 20 miles are constructed and in running order.

The Government are to grant water front facilities to the Company and admit steel rails, fish places, etc., for duty.

The Government are to extinguish all Indian titles and the Company is to locate the line wherever they see fit, preserving the following terminus points:—From Calendar station to the point of junction with the Lake Superior section, and from Selkirk to the point of junction with the western section at Kamloops by way of the Yellow Head Pass.

For twenty years no line of railway is to be authorized by the Dominion Parliament to come except a line running West or North-West, and then it must be fifteen miles from the American boundary.

The property and capital stock of the Company is to be free from taxation.

Blake's motion to postpone the debate until after Christmas was defeated by 53 of a majority.

The debate is still going on.

A motion by Blake for the agreement entered into by the Ministers while in England to be laid on the table was defeated by 67 of a majority.

A party vote.

Blake asked for copies of statements, evidence, etc., upon which the Government based their judgment in accepting the Union Pacific as standard. Tupper said there were no papers to bring down.

The Ottawa "Citizen," Government organ, opposes the bargain, and the Montreal "Herald," Opposition, supports it.

The Ottawa "Free Press" announces that the great excitement.

ST. ALBERT.

The St. Albert post office is in the Mission House.

The civil name of the settlement, as well as the post office, is St. Albert, and not Big Lake, as Mr. Frank Lamoreaux has threshed already patients (men only) will be received into the mission hospital from this date. There is one patient in it at present—Mr. Beauchemin.

On Christmas Eve, Friday next, Divine service will be held in the Cathedral at 12 o'clock. A short sermon will be delivered in English. The building will be splendidly illuminated. A short sermon will be in French, English and Creole. All separate breviaries will be well received—welcomed as usual—but they are kindly expected to sit directly. A collection will be made by one of the sisters in aid of the hospital which is open to the sick of all denominations.

CHIEF ALEXANDER, of Lee La Nonne, got provisions lately from Mr. McLaughlin, Government Commissioner at Riveire Qui Barre, to go on a hunt, but only got as far as the Agency here where he got more provisions and then returned. It is hard for the Government officials to do justice to the Indians, and at the same time keep from being imposed upon.

BRUNSWICK River mill is grinding again.

**In this Centennial Year
we salute . . .**

FRANK OLIVER, a pioneer who in the winter of 1880 shipped a press, typesetting equipment and paper by ox cart from Winnipeg to Edmonton and started the Bulletin, considered to be one of the smallest of the pioneer papers — page size 5 1/4 x 6 1/2 inches, 4 pages per issue, 2 columns per page.

The first volume had 200 subscribers at \$2 the season. The paper carried this editorial message:

"Our opinions in regard to subjects that may claim our attention will be expressed truthfully and fearlessly, with a single eye to the best interests of this Western Country . . ."

ALCRAFT PRINTING CO. LIMITED
4303 Edmonton Trail, Calgary



Calf Roping Contest

Purse - \$9,200 and Trophy



If the cowboy intends to use two loops, two ropes must be carried. Cowboy must throw calf by hand, cross and tie any three feet. If calf is down when the roper reaches it, he must allow calf to get up and then throw calf. Tie must hold for six seconds after roper calls time. — Synopsis R.C.A. rules

Calf roping is a race against time with seconds counted in decimal points and the money going to the swift — there is no time to be lost in waste motion, even less to be spent signalling the horse.

To win, horse and rider must work together at peak efficiency with automatic teamwork polished to precision. And that requires constant practice.

The contest begins behind the barrier, a rope stretched across the box-like space where the roper and his mount wait for the quarry to be released. The barrier is automatic, triggered by a measured length of twine around the calf's neck.

When the calf, released from the chute, reaches a predetermined head start he hits the end of the twine which falls away as it trips the barrier.

Because a tenth of a second often will win a roping, the roper and his horse try to hit the barrier at the exact moment it is released. If the cowboy rides through the barrier before it trips a penalty of 10 seconds is added to his time, usually enough to keep him from finishing in the money.

So teamwork starts at the roping box. The horse should break instantly on signal from the roper. A slow start will cost precious seconds after the fast-

breaking calf; a fraction too soon will cost the 10-second penalty.

Out of the box, a good horse will rate the calf, closing on him quickly and holding a steady interval, regardless of how the calf bobs or weaves. Most ropers like their horses to stay a length behind and a fraction to one side to allow a clean throw.

If the thrown loop misses, the cowboy gets another try, provided he carries another rope ready tied to the saddle. Calf roping is catch as catch can as long as the loop holds until the roper gets his hands on the calf.

The horse's quick stop is used by the cowboy to propel him down the rope to the calf. He comes off the horse running. If stop and dismount are not timed perfectly the roper is left flat-footed beside his horse.

On the ground, the roper must throw the calf by hand, a task made easier if the horse keeps backed against a tight rope. The calf may be downed either by "legging"—using a foreleg as a pry to tip him over — or by "flanking" — picking the animal up bodily and laying him on his side.

Once the calf is downed, the cowboy gathers three legs, wraps and ties them with a short length of light rope, called a pigging string, carried either in his mouth, or tucked in his belt. He signals completion of his run by raising both hands high. Smoothness in calf roping is all-important. The cowboy who never gets "in a storm" with a calf has not always drawn the easiest stock. Often his instinctive knowledge of when to move in, just when to flank or leg his catch, makes the whole run seconds faster than if he had rushed in to try and overpower the calf.

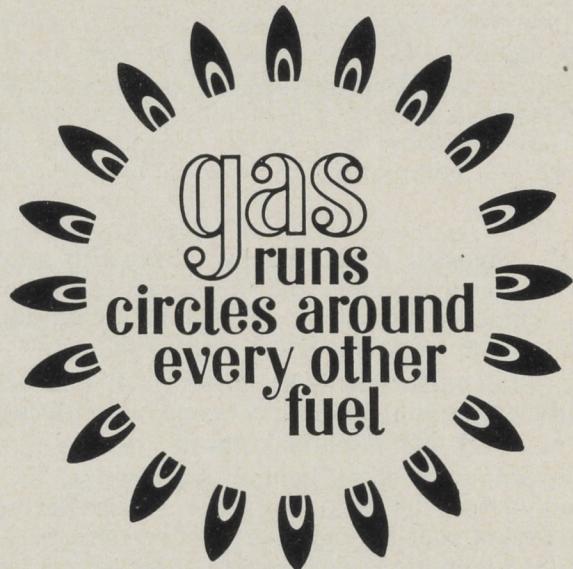
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Wild Steer Decorating Contest

Purse - \$6,100 and Trophy

Steer must be caught from horse. If steer gets loose decorator may take no more than one step to catch him. — Synopsis R.C.A. rules.

Steer decorating has a surprising number of spectator votes for the most exciting event in the rodeo arena. When a man drops from a galloping horse onto the horns of a steer who is going full tilt, stops the steer and decorates it, they have seen skill overcome heavily weighted odds.

The first time people see this they are sure the strongest man, who is lucky enough to draw the slowest and most co-operative steer, should be the winner. The truth is, the man who quickly and consistently can get a steer off balance while he himself stays in control is on the way to the winner's circle.

Briefly, the secret is this. As the cowboy catches up to the steer he reaches with his right hand, scooping up the right horn, and as his horse speeds by the steer the cowboy gets this horn snugly in the crook of his right elbow. At the same time, his left hand pushes down on the other horn while his horse veers off to the left. The cowboy's heels are dropped ahead, and at a 45 degree angle, to the path the steer is taking.

Digging in his heels, the cowboy is tipping the steer's head as much as he can and pulling it toward the centre of a left-hand turn so that he can more easily get the rubber band, to which a red ribbon is

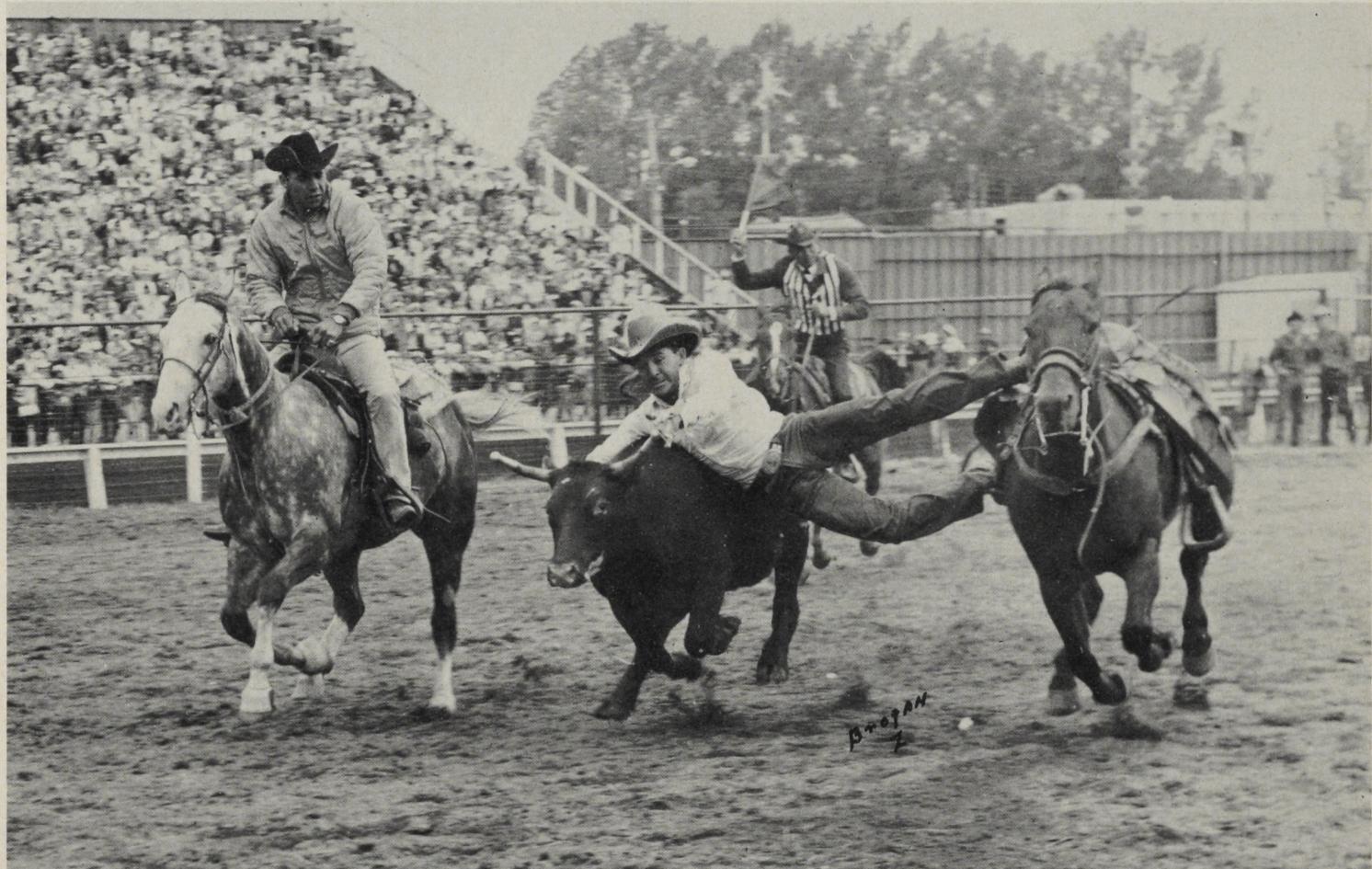
affixed, on to the horn. This is strictly a time event and the man who decorates in the shortest possible time wins the money.

The winning run takes perfect co-ordination. Besides the steer decorator and his horse there is a second man who starts from the opposite side of the steer and his job is to keep the animal running straight.

The steer actually trips the barrier, in front of the contestant's horse, when he reaches the end of a pre-measured light rope. This rope is looped around his horns—in it there is a breakable string link which allows it to fall free. Another such link in the barrier breaks should the steer decorator hit it before the steer crosses the scoreline.

During the year thousands of dollars are divided by split seconds so the art of brushing the barrier becomes important.

The hazer appears to be merely galloping alongside the steer and to the uninitiated onlooker all he clearly does is to retrieve his partner's horse after the jump is made. In reality, from the moment the steer leaves the chute the hazer plays an important part. Possible mishaps might include the steer slamming on the brakes or veering away from the oncoming steer decorator, so the hazer has to foresee these possibilities — and do something about them — in a matter of split seconds.



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Wild Cow Milking Contest

Purse - \$1,260 and Trophy

To the average person, milking a quiet cow into a wide mouthed pail is a comparatively easy matter but when the quiet bossy turns out to be a wild range critter never before handled by man, and the stream of milk has to be directed into the mouth of a small bottle, then the milking operation becomes truly hectic.

This is one of the reasons why the wild cow milking contest at the Calgary Stampede is quite a wild and laugh-provoking affair.

This particular event may be beneath the dignity of the professional rodeo cowboy but to the real down-

the judges' stand becomes greater, and if there is anything that a cowboy hates more than walking, it is running.

When the cow is finally stopped, the milker usually approaches it somewhat gingerly muttering, "Whoa, bossy" or some other not too endearing term, depending upon the reaction of the critter to his advances.

Assuming that he does manage to obtain his required two inches of milk, he then runs back to the judges' stand at the west end of the arena, and there is nothing funnier than the spectacle of bow-legged,



to-earth range rider, it is quite an event. The fun starts when a herd of wild bossies is turned loose in the Stampede infield arena. A team consists of a roper on horseback and a milker on foot.

When the signal to start is given, a troop of cowboys dash madly down the arena and into the herd. Their helpers follow on foot. As soon as a rider gets his rope over the head of a cow, he dismounts from his horse, "anchors" the cow at the end of his lariat and that is the signal for the milker to get into action.

Trying to make a wild cow hold still long enough to pump a couple of inches of milk into a small milk bottle is a feat in itself.

Quite often the cow will drag the anchor man half way down the arena with the milker in close pursuit, and the latter somewhat unhappy because the farther the cowboy and the cow get down the arena, the distance that the milker has to traverse on foot back to

high-heeled cowboys running full pelt down the arena clutching a small quantity of milk in an equally small bottle.

The contestant with the required amount of milk in his bottle who gets there the fastest, is adjudged the winner.

The wild cow milking contest is one of the "bread and butter" events at the Stampede. A good husky cowboy has a chance of making his whole week's expenses at the Stampede by daily participation in this event.

Many of the teams have been together for some time and although the cowboys have never seen the herd of cows in action prior to the opening performance, it is uncanny how some of them can spot a "quiet one" on occasion.

There is good day money and championship trophies to the winners of this event and there is always a good field of contestants on hand to participate.

and in the last twelve months more than 1,800,000 people have attended organized events on the Exhibition Grounds.

The Company receives annual grants from the Provincial and Federal Governments similar to those received by other agricultural exhibitions. The City of Calgary paid for construction of the present grandstand in 1919, but since then the only financial assistance which it has been required to supply to the Exhibition and Stampede was a modest grant toward a new exhibits building in 1929. The value of the buildings on the grounds is now appraised at slightly more than \$8,000,000, with title vested in the City and leased to the Calgary Exhibition and Stampede for \$1.00 per year on a long-term lease which expires after the turn of the century. Revenue earned by the Company can be spent only in two ways:

1. For the conduct of the Annual Exhibition and Stampede and its allied activities;

2. For construction and acquisition of assets necessary for the conduct of these operations.

The contribution of the Calgary Exhibition and Stampede to the rural community is at least as great as that of its contribution to the City. Since its inception in 1901, more than 36,000 bulls have been sold at the annual Calgary Bull Sale for approximately \$15,000,-000. The Bull Sale and other livestock events are con-

trolled by the Boards of Directors of the Alberta Livestock Associations, but the events are operated by the staff of the Exhibition and Stampede, and the services of the Livestock Superintendent of the Exhibition and Stampede are provided free of charge as Secretary of the Livestock Associations. The Company spends a substantial amount of money each year on junior agricultural activities, including the following:

1. Annual sale and show of more than 250 head of 4-H calves and lambs;
2. An annual Farm Youth Camp in the Agriculture Building in the month of August;
3. Conduct of the Southern Alberta finals of the 4-H public speaking competition, held each spring;
4. Thematic displays by 4-H clubs in the Big Four Building during the Exhibition and Stampede.

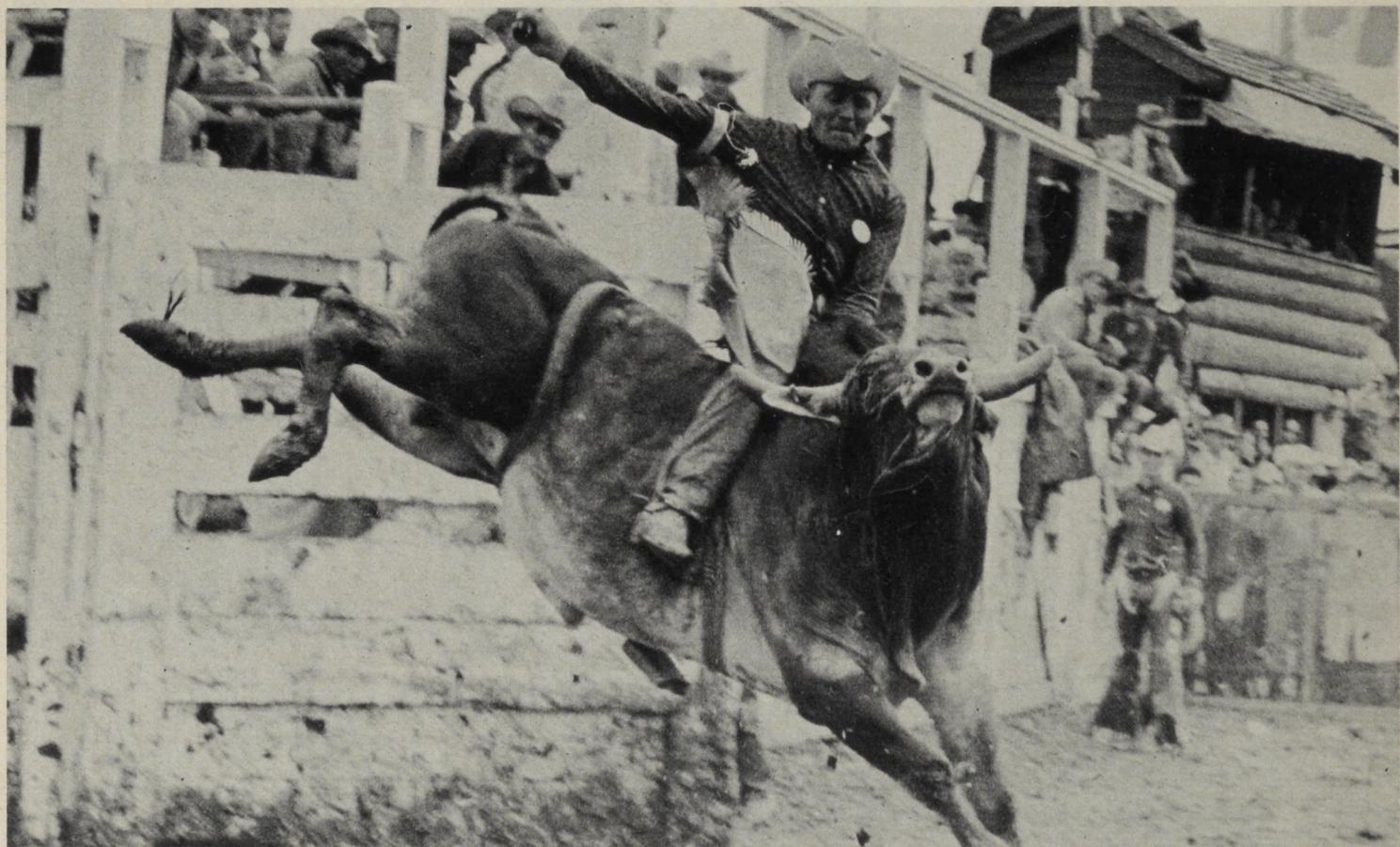
No charge of any kind is made for facilities or the cost of operation of any of these events and a substantial amount of prize money is offered.

The overall activities add up to a complex operation which is made to work only by the countless hours and days devoted, often at personal sacrifice, by thousands of citizens of Calgary and Southern Alberta.



Brahma Bull Riding Contest

Purse - \$9,200 and Trophy



Riding to be done with one hand and loose rope, with or without hand hold. Rope must have bell. Bull will be ridden eight seconds. Rider will be disqualified for being bucked off or touching animal with free hand.

— Synopsis R.C.A. rules.

The most popular riding event, and the most dangerous in rodeo, is the bull riding. Watching these cross-bred Brahmams do everything but turn inside out, the question immediately arises, why would anybody in their right mind get on these heaving, spinning juggernauts?

Not only have there been many who have gone a whole season without being ridden the required eight seconds, but there are some who will go after the rider whether he left their back intentionally or not.

Because bulls will charge a man on horseback — and pickup men can't be used as in the other two riding events—only the clown can help the scrambling, stunned, or upended cowboys.

At this moment, the man in the baggy raiment is the most important person in the world to the bull rider. Often his courage, recognition of what a bull has on his mind and his reactive speed, is the reason that the bull rider can eat supper that night.

If a man is motivated by testing his own nerve, bull riding will do it. In addition, the event has added appeal because anyone who can ride half his stock during the season will wind up with a lot of prize money.

In the other riding events an unlucky cowboy conceivably could draw horse after horse on which he couldn't win a dime.

A bull rider uses a rope which is looped like a noose around the animal's middle. It is a flat plait with a handhold like the snug handle of a dufflebag. The rider puts his gloved hand in this loop, knuckles down, and a helping friend, standing on the chute, pulls the slack out of the rope as if he were tugging a heavy bucket from a well.

When the rope's tightness feels right to the rider, he takes the free end of the rope and lays it across his palm. Then he wraps it once behind his hand and lays it across his palm again. He clenches his fist with everything he can muster; he hunches his body close to his hand and, as soon as he feels the bull standing squarely, he nods and the gate swings open.

As long as the cowboy doesn't touch the bull with his free hand and still has his riding hand on some part of the rope at the end of the eight seconds, the judges will score his ride from 1 to 25 on how hard the bull bucked, and from 1 to 25 on how well the cowboy rode.

A bull rider dreads being bucked off away from his riding hand. When this happens his weight — even though his fist has opened — can bind the wrap behind his hand and there he's hung. Looking like a rag doll tied to a mad dog, the cowboy is helpless until his hand wrenches free or the clown comes to his rescue.

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CANADA'S FINEST FOOD MARKETS

Boys' Wild Steer Riding Contest

Purse - \$1,270 and Trophy

The old-timer sat atop the corral fence and chuckled as he watched 10- and 12-year-old youngsters try to ride fiery young steers.

"So long as we have youngsters who will take part in this event — the wild steer riding event at the Calgary Stampede — we'll never run out of cowboys for the major events at the Stampede."

There is a lot of truth in this observation. For many years now, the steer riding event for young cowboys has been one of the most popular at the Stampede. Many of the youngsters are bucked off, but others have shown great ability and new champions are crowned every year. This event is the stepping stone for the young cowboys and they soon make up their minds whether or not they intend to continue in competitive rodeo events.

This competition is especially attractive to young Indian cowboys. These youngsters have a much better chance to practice during the year than their white cousins. Usually, a group of them will get together any afternoon after school and then head for the reservation cattle corrals. Sometimes they don't bother about a loose rope. They'll jump aboard and ride them "slick", often to the disgust of the official stockman who doesn't like to see his growing beef "hazed" around. However, it is good practice for the youngsters and many an Indian boy has been able to outfit himself with all the colorful finery of a cowboy with money won in the steer riding event.

Many champions in major rodeo events obtain their first lesson in riding wild stock in the steer riding event at the Calgary Stampede. Their equipment is simple. All they need when they enter is a soft cotton "bull rope". Show officials supply the livestock and the cowbell.

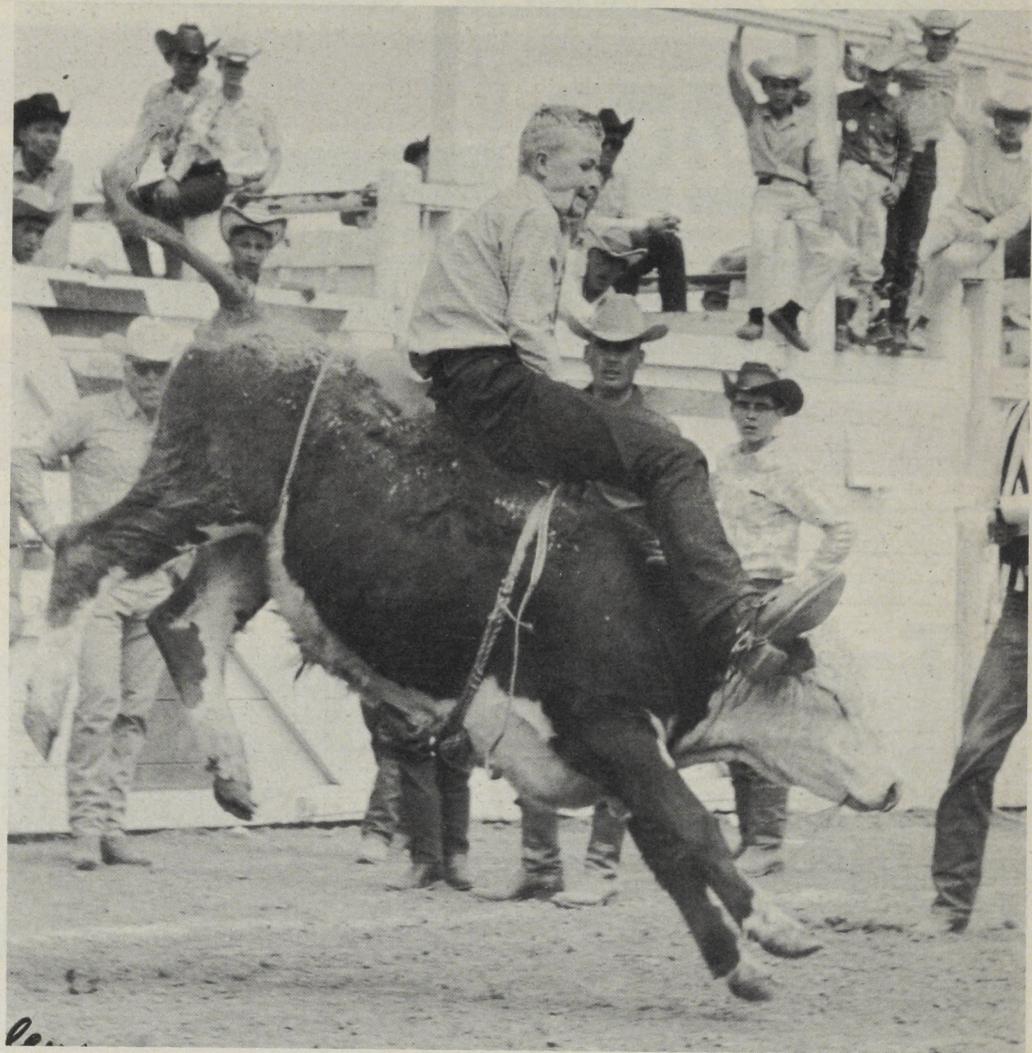
Each contestant is required to stay aboard his animal for the required number of seconds and if he moves his feet fore and aft, he can chalk up additional points.

In addition to day-money, the youngsters can win final money and some beautiful trophies.

The steers and young heifers used in this event are chosen with great care. Officials attempt to grade

the animals for size and weight so that each youngster gets an equal chance to display his riding ability.

This is one of the fastest moving events on the Stampede program. When the animals are in the bucking chutes and the event is called, the young cowboys like to get it over with as soon as possible and the judges have to execute some fast work to keep pace with the youngsters as chute after chute disgorges its quota of angry young steers who object to being ridden when their main purpose in life is to provide steaks and roasts for the table.



This is a truly exciting event and one that finds favor with Stampede patrons.

Former entrants in this event who went on to become professional rodeo riders, have stated that the experience which they gained while competing in the boys' steer riding at the Calgary Stampede, stood them in good stead in later years.

The late Gerry Ambler of Minburn, Alberta, who won the event in his teens and then went on to become the world's champion saddle bronc rider always said that the balance which he perfected riding "kid's" steers never left him. He attributed much of his later success to the lessons learned while competing in the junior steer riding event.

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Wild Horse Race Contest

Purse - \$2,250 and Trophy

If a cowboy has any ability at all in the handling of outlaw horses, he can always make an honest dollar at the Calgary Stampede. He may not be able to ride saddle broncs, bareback broncs or Brahma bulls in competition with the professional cowboys who Rodeo for a living, but if he is strong and courageous, he is eligible for prize money in another exciting event, the wild horse race.

The first essential is a herd of wild horses and Calgary Stampede officials seem to be able to come up with them every year. As a matter of fact they seem to become bigger and wilder every year.

The wild horse race is a team event. It requires three men to handle a wild horse. The race is run in this manner. Sixteen outlaws are "spilled" down the runways and into the sixteen chutes in the Stampede arena. Each chute holds one horse. A sixteen-foot rope is attached to the halter of each horse, and the team of three men take up positions. At a signal from the starter, all 16 chute gates are thrown open and out come 16 wild unmanageable horses who previously to being shipped to the Calgary Stampede, had not been touched by human hands.

The first job of the team is to bring the horses to a halt, then one man stays at the end of the rope as an anchor man, the second attempts to "ear" the horse, and the third has to throw a stock saddle on him, cinch him up, climb aboard and ride him down the arena to the pickup chutes. The scene which ensues when 16 cowboys try to ride 16 wild outlaw horses at the same time, beggars description.

In this particular contest, all the teams draw for their horses. It is not a question of dashing to the chutes in quest of a small horse or a mild looking one. They draw for chute numbers and they must accept the horse that finally winds up in this particular chute.

There was a time when the scores of horses required for this particular event, could be rounded up in a couple of days on any of the Indian reservations or in the range districts of the province.

However, with the continued mechanized development of ranches and farms and more and more land being fenced in, the supply of wild horses is dwindling and each year Stampede officials are required to go farther afield in their quest for unbroken horses in goodly numbers.

However, they have been successful year after year and 1967 is no exception as the performance of the wild ones in this particular contest can attest.

It is interesting to note that when the first Calgary Stampede was held in 1912, many ranchers of that day said that an event of this nature could not last but a few years because even at that time—55 years ago—the days of the open range were numbered and the supply of wild horses would soon be exhausted.

Stampede officials state that while it is becoming increasingly difficult to locate herds of wild horses, they have been able to come up with horses for all events each year without too much trouble.

It may be necessary in the future to range into the wilds of the Cariboo country of British Columbia for new stock but in the meantime they are able to carry on without too much difficulty.





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LIVESTOCK PROGRAMME - 1967



July 6	9:00 a.m. to 12:30 p.m.	Purebred Clydesdale, followed by Belgians
	1:00 p.m.	Charolais
	2:00 p.m.	Percheron or Belgian, Heavy Draft Gelding or Grade Mare Clydesdale or Shire, Heavy Draft Gelding or Grade Mare Percheron or Belgian, Light Draft Gelding or Grade Mare Clydesdale or Shire, Light Draft Gelding or Grade Mare
July 7	8:00 a.m.	4-H Beef
	9:00 a.m. to 12:00 Noon	2-Horse Teams - Classes 61, 63, 65, 67
	9:00 a.m.	4-H Dairy
	9:00 a.m. to 12:00 Noon	Four- and Six-Horse Teams
July 8	8:00 a.m.	4-H Sheep
	10:30 a.m.	Purebred Percherons and Classes 68 and 69
	1:30 p.m.	4-H Beef and Lamb Sale
July 10	3:00 p.m.	Interbreed Market Lamb Class
	3:30 p.m.	Interbreed Barrow Class
	4:00 p.m.	Interbreed Steer Class
	5:00 p.m.	Interbreed Best Udder Class
	7:00 p.m.	Corriedales and Southdowns
July 11	8:00 a.m.	York, Landrace, Lacombe
	9:00 a.m.	Suffolk, Hampshire, NC Cheviots
	10:00 a.m.	Ayrshires
July 12	10:00 a.m.	Shorthorn National Centennial Jersey
July 13	10:00 a.m.	Hereford
	10:00 a.m.	Holstein
	8:00 p.m.	Dairy Queen Contest
	8:00 p.m.	Media Hand Milking Contest
July 14	10:00 a.m.	Angus
	10:00 a.m.	Guernsey

Heavy Horse Hitch Schedule

Saturday, July 8th	In front of Evening Grandstand
Tuesday, July 11th	In front of Evening Grandstand
Wednesday, July 12th	In front of Evening Grandstand
Friday, July 14th	Parade of Champion Livestock - Children's Day in front of Grandstand
Friday, July 14th	In front of Evening Grandstand



PROGRAMME . . . THURSDAY, JULY 6th



Morning

- 8:00 a.m. to 11:00 p.m.—“Children’s Corral” in the Big Four Building.
- 9:00 a.m.—Special Children’s Day performance — Grandstand enclosure, featuring pleasing stage acts and other features. Free draw for two Calgary Herald trips to Expo ’67, and other valuable prizes.
- 9:00 a.m.—\$100,000 Give-away Pot O’ Gold booths open (9 booths) on the grounds to serve you. Tickets \$1.00, 6 for \$5.00. Daily draws at 11:00 p.m. for Electrohome Colour Theatres. Saturday at midnight, Grand Draw for \$50,000 Gold Bar and five Colour Theatres.
- 10:00 a.m.—Blackfoot and Peigan Indians Parade to downtown locations for colourful show. Downtown Attractions.
- 11:00 a.m.—Big Four Exhibits Building
The modern Big Four Building has 160,000 square feet of display space, and is air cooled for your comfort. Agricultural and commercial exhibits, fine art and handicrafts, ladies’ and school work departments, Indian Handicrafts, Food Fair.
- 11:00 a.m.—Royal American Shows on the Midway. The World’s greatest Midway. Provides rides, shows, games, on the latest, best lighted and equipped midway in the world. Open until midnight.

Afternoon

- 1:00 p.m.—Blackfoot, Peigan, Sarcee and Stony tribes open 5 teepees for inspection in the Indian Village from 1:00 to 5:00 p.m.
- 1:00 p.m.—Palace Duo High Wire Act, and Mexican Entertainers — Free Attractions Stage in front of the Stampede Corral.
- 1:30 p.m.—“Flare Square” Official Opening. Flare Square, free exhibit, depicting the Calgary Exhibition & Stampede’s 1967 Theme, “100 Years of Progress,” will be officially opened by Mr. John Fisher, Commissioner, Centennial Committee, Ottawa.
- 1:30 p.m.—The Grand Entry, and commencement of Championship Cowboy Contests. Special infield attractions — Jay Sisler and his dogs, Bell Rocket Belt, etc.
- 2:00 p.m.—Running Horse Races commence with pari-mutuel betting. 8 races daily.

Evening

- 6:00 p.m.—Blackfoot, Peigan, Sarcee and Stony Indian tribes open 5 teepees for inspection from 6:00 to 9:00 p.m.
- 6:30 p.m.—Band Music in front of Grandstand.
- 7:00 p.m.—Palace Duo High Wire Act, and Mexican Entertainers — Free Attractions Stage in front of Stampede Corral.
- 7:00 p.m.—Naval “Ceremony of the Flags” — in front of Grandstand.
- 7:30 p.m.—World Famous Chuckwagon Races. 8 races.
- 8:00 p.m.—Official Opening. The 1967 Calgary Exhibition and Stampede will be officially opened by Admiral of the Fleet the Earl Mountbatten of Burma, K.G., P.C.
- 8:00 p.m.—In the Stampede Corral — Go Go Dancers.
- 8:15 p.m.—Grandstand Show, “Canada on the March” featuring the McGuire Sisters, Don Rice, Ron Urban, Georgie Carl, the Stebbings and their Boxers, Manhattan Rockets, in a tremendous musical production interspersed with top variety acts.
- 8:30 p.m.—Indian Dancing on platform under Sun Tree in the Indian Village.
- 10:00 p.m.—Colourful display of fireworks in the Grandstand enclosure.
- 10:45 p.m.—Golden Star Rocket indicating draw for Electrohome Colour Theatres will be made from main Pot O’ Gold booth at 11:00 p.m.
- 11:00 p.m.—Draw for two Electrohome Colour Theatres.

LIVESTOCK EVENTS — See page 31 for full details.



PROGRAMME . . . FRIDAY, JULY 7th



Morning

- 10:00 a.m.—Stony Indians Parade to Royal Hotel and other downtown locations for colourful show. Downtown Attractions.
- 10:00 a.m.—\$100,000 Give-away Pot O' Gold booths open (9 booths) on the Grounds to serve you. Tickets \$1.00, 6 for \$5.00. Daily draws at 11:00 p.m. for Electrohome Colour Theatres. Saturday at midnight, Grand Draw for \$50,000 Gold Bar and 5 Colour Theatres.
- 11:00 a.m.—Big Four Exhibits Building, and Flare Square open.
The modern Big Four Building has 160,000 square feet of display space, and is air cooled for your comfort. Agricultural and commercial exhibits, fine art and handicrafts, ladies' and school work departments, Indian Handicrafts, Food Fair.
Flare Square — Outside Display. One Hundred Years of Progress, brought to life from Pioneers to the Space Age.
- 12:00 Noon to 11:00 p.m.—“Children's Corral” in the Big Four Building.

Afternoon

- 12:00 Noon—Royal American Shows on the Midway. The World's greatest Midway. Provides rides, shows, games, on the latest, best lighted and equipped midway in the world. Open until midnight.
- 12:30 p.m.—From in front of Grandstand enclosure, four of the world's greatest balloonists will ascend from the infield. In the first International Balloon Race ever held in North America.
- 1:00 p.m.—5 Teepees open for inspection from 1:00 to 5:00 p.m. in the Indian Village.
- 1:00 p.m.—Palace Duo High Wire Act, and Mexican Entertainers — Free Attractions Stage in front of Stampede Corral.
- 1:30 p.m.—Grandstand Infield. Championship Cowboy Contests. A full slate of rodeo events with the world's top cowboys. Special infield attractions, Jay Sisler and his dogs, Bell Rocket Belt, etc.
- 2:00 p.m.—Running Horse Races commence with pari-mutuel betting. 8 races daily.

Evening

- 6:00 p.m.—5 Teepees open for inspection from 6:00 to 9:00 p.m. in the Indian Village.
- 6:30 p.m.—Band Music in front of Grandstand.
- 7:00 p.m.—Palace Duo High Wire Act, and Mexican Entertainers — Free Attractions Stage in front of Stampede Corral.
- 7:00 p.m.—Naval “Ceremony of the Flags” — in front of Grandstand.
- 7:30 p.m.—World Famous Chuckwagon Races. 8 races.
- 7:45 p.m.—Official Crowning Ceremony — Stampede Queen. Presentation of gifts to Queen and Princesses — Grandstand Stage.
- 8:15 p.m.—Grandstand Show, “Canada on the March” featuring the McGuire Sisters, Don Rice, Ron Urban, Georgie Carl, the Stebbings and their Boxers, Manhattan Rockets, in a tremendous musical production interspersed with top variety acts.
- 8:30 p.m.—Stampede Corral — The Don Messer Show.
- 8:30 p.m.—Indian Dancing on platform under Sun Tree in the Indian Village.
- 10:00 p.m.—Colourful display of fireworks in the Grandstand enclosure.
- 10:45 p.m.—Golden Star Rocket indicating draw for Electrohome Colour Theatres will be made from main Pot O' Gold booth at 11:00 p.m.
- 11:00 p.m.—Draw for two Electrohome Colour Theatres.

LIVESTOCK EVENTS — See page 31 for full details.



PROGRAMME . . . SATURDAY, JULY 8th



Morning

10:00 a.m. — \$100,000 Give-away Pot O' Gold booths open (9 booths) on the Grounds to serve you. Tickets \$1.00, 6 for \$5.00. Daily draws at 11:00 p.m. for Electrohome Colour Theatres. Saturday at midnight, Grand Draw for \$50,000 Gold Bar and 5 Colour Theatres.

11:00 a.m. — Big Four Exhibits Building, and Flare Square open.

The modern Big Four Building has 160,000 square feet of display space, and is air cooled for your comfort. Agricultural and commercial exhibits, fine art and handicrafts, ladies' and school work departments, Indian Handicrafts, Food Fair.

Flare Square — Outside Display. One Hundred Years of Progress, brought to life from Pioneers to the Space Age.

12:00 Noon to 11:00 p.m. — "Children's Corral" in the Big Four Building.

Afternoon

12:00 Noon — Royal American Shows on the Midway. The World's greatest Midway. Provides rides, shows, games, on the latest, best lighted and equipped midway in the world. Open until midnight.

1:00 p.m. — 5 Teepees open for inspection from 1:00 to 5:00 p.m. in the Indian Village.

1:00 p.m. — Palace Duo High Wire Act, and Mexican Entertainers — Free Attractions Stage in front of Stampede Corral.

1:30 p.m. — Grandstand Infield. Championship Cowboy Contests. A full slate of rodeo events with the world's top cowboys. Special infield attractions, Jay Sisler and his dogs, Bell Rocket Belt, etc.

2:00 p.m. — Running Horse Races commence with pari-mutuel betting. 8 races daily.

Evening

6:00 p.m. — 5 Teepees open for inspection from 6:00 to 9:00 p.m. in the Indian Village.

6:30 p.m. — Band Music in front of Grandstand.

7:00 p.m. — Palace Duo High Wire Act, and Mexican Entertainers — Free Attractions Stage in front of Stampede Corral.

7:30 p.m. — World Famous Chuckwagon Races. 8 races.

8:15 p.m. — Grandstand Show, "Canada on the March" featuring the McGuire Sisters, Don Rice, Ron Urban, Georgie Carl, the Stebbings and their Boxers, Manhattan Rockets, in a tremendous musical production interspersed with top variety acts.

8:30 p.m. — Stampede Corral — The Don Messer Show.

8:30 p.m. — Indian Dancing on platform under Sun Tree in the Indian Village.

10:00 p.m. — Colourful display of fireworks in the Grandstand enclosure.

10:45 p.m. — Golden Star Rocket indicating draw for Electrohome Colour Theatres will be made from main Pot O' Gold booth at 11:00 p.m.

11:00 p.m. — Draw for two Electrohome Colour Theatres.

LIVESTOCK EVENTS — See page 31 for full details.



PROGRAMME . . . MONDAY, JULY 10th



Morning

9:00 a.m. — STAMPEDE PARADE

The Parade moves off at 9:00 a.m. sharp in downtown Calgary, featuring Indians, cowboys, pioneers, bands and decorated floats. Honorary Parade Marshal — Nancy Greene, winner of the Ladies' Ski World Cup.

11:00 a.m. — Big Four Exhibits Building, and Flare Square open.

The modern Big Four Building has 160,000 square feet of display space, and is air cooled for your comfort. Agricultural and commercial exhibits, fine art and handicrafts, ladies' and school work departments, Indian Handicrafts, Food Fair.

Flare Square — Outside Display. One Hundred Years of Progress, brought to life from Pioneers to the Space Age.

12:00 Noon — \$100,000 Give-away Pot O' Gold booths open (9 booths) on the Grounds to serve you. Tickets \$1.00, 6 for \$5.00. Daily draws at 11:00 p.m. for Electrohome Colour Theatres. Saturday at midnight, Grand Draw for \$50,000 Gold Bar and 5 Colour Theatres.

12:00 Noon to 11:00 p.m. — "Children's Corral" in the Big Four Building.

Afternoon

12:00 Noon — Royal American Shows on the Midway. The World's greatest Midway. Provides rides, shows, games, on the latest, best lighted and equipped midway in the world. Open until midnight.

1:00 p.m. — 5 Teepees open for inspection from 1:00 to 5:00 p.m. in the Indian Village.

1:00 p.m. — Palace Duo High Wire Act, and Mexican Entertainers — Free Attractions Stage in front of Stampede Corral.

1:30 p.m. — Grandstand Infield. Championship Cowboy Contests. A full slate of rodeo events with the world's top cowboys. Special infield attractions, Jay Sisler and his dogs, Bell Rocket Belt, etc.

2:00 p.m. — Running Horse Races commence with pari-mutuel betting. 8 races daily.

2:30 p.m. — Stampede Corral — The Rich Little Show.

Evening

6:00 p.m. — 5 Teepees open for inspection from 6:00 to 9:00 p.m. in the Indian Village.

6:30 p.m. — Band Music in front of Grandstand.

7:00 p.m. — Palace Duo High Wire Act, and Mexican Entertainers — Free Attractions Stage in front of Stampede Corral.

7:30 p.m. — World Famous Chuckwagon Races. 8 races.

8:15 p.m. — Grandstand Show, "Canada on the March" featuring the McGuire Sisters, Don Rice, Ron Urban, Georgie Carl, the Stebbings and their Boxers, Manhattan Rockets, in a tremendous musical production interspersed with top variety acts.

8:30 p.m. — Stampede Corral — The Rich Little Show.

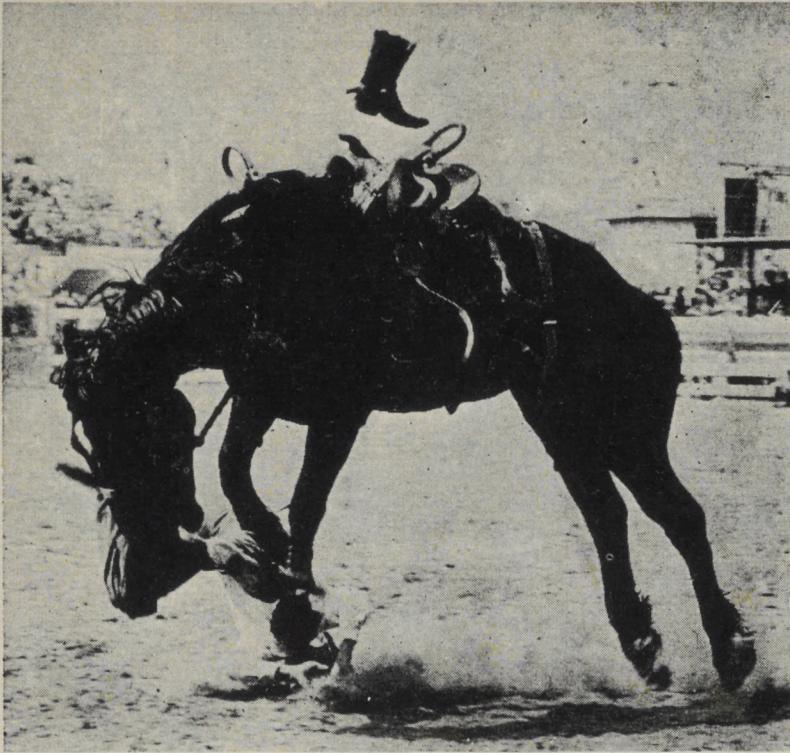
8:30 p.m. — Indian Dancing on platform under Sun Tree in the Indian Village.

10:00 p.m. — Colourful display of fireworks in the Grandstand enclosure.

10:45 p.m. — Golden Star Rocket indicating draw for Electrohome Colour Theatres will be made from main Pot O' Gold booth at 11:00 p.m.

11:00 p.m. — Draw for two Electrohome Colour Theatres.

LIVESTOCK EVENTS — See page 31 for full details.



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PROGRAMME . . . TUESDAY, JULY 11th



Morning

10:00 a.m.—Sarcee Indians Parade to Royal Hotel and other downtown locations for colourful show. Downtown Attractions.

10:00 a.m.—\$100,000 Give-away Pot O' Gold booths open (9 booths) on the Grounds to serve you. Tickets \$1.00, 6 for \$5.00. Daily draws at 11:00 p.m. for Electrohome Colour Theatres. Saturday at midnight, Grand Draw for \$50,000 Gold Bar and 5 Colour Theatres.

11:00 a.m.—Big Four Exhibits Building, and Flare Square open.

The modern Big Four Building has 160,000 square feet of display space, and is air cooled for your comfort. Agricultural and commercial exhibits, fine art and handicrafts, ladies' and school work departments, Indian Handicrafts, Food Fair.

Flare Square — Outside Display. One Hundred Years of Progress, brought to life from Pioneers to the Space Age.

12:00 Noon to 11:00 p.m.—“Children's Corral” in the Big Four Building.

Afternoon

12:00 Noon—Royal American Shows on the Midway. The World's greatest Midway. Provides rides, shows, games, on the latest, best lighted and equipped midway in the world. Open until midnight.

1:00 p.m.—5 Teepees open for inspection from 1:00 to 5:00 p.m. in the Indian Village.

1:00 p.m.—Palace Duo High Wire Act, and Mexican Entertainers — Free Attractions Stage in front of Stampede Corral.

1:30 p.m.—Grandstand Infield. Championship Cowboy Contests. A full slate of rodeo events with the world's top cowboys. Special infield attractions, Jay Sisler and his dogs, Bell Rocket Belt, etc.

2:00 p.m.—Running Horse Races commence with pari-mutuel betting. 8 races daily.

Evening

6:00 p.m.—5 Teepees open for inspection from 6:00 to 9:00 p.m. in the Indian Village.

6:30 p.m.—Band Music in front of Grandstand.

7:00 p.m.—Palace Duo High Wire Act, and Mexican Entertainers — Free Attractions Stage in front of Stampede Corral.

7:30 p.m.—World Famous Chuckwagon Races. 8 races.

8:15 p.m.—Grandstand Show, “Canada on the March” featuring the McGuire Sisters, Don Rice, Ron Urban, Georgie Carl, the Stebbings and their Boxers, Manhattan Rockets, in a tremendous musical production interspersed with top variety acts.

8:30 p.m.—Stampede Corral — Championship Wrestling.

8:30 p.m.—Indian Dancing on platform under Sun Tree in the Indian Village.

10:00 p.m.—Colourful display of fireworks in the Grandstand enclosure

10:45 p.m.—Golden Star Rocket indicating draw for Electrohome Colour Theatres will be made from main Pot O' Gold booth at 11:00 p.m.

11:00 p.m.—Draw for two Electrohome Colour Theatres.

LIVESTOCK EVENTS — See page 31 for full details.

WIN \$100,000

GIVE-AWAY POT O' GOLD
AT THE CALGARY EXHIBITION & STAMPEDE JULY 6-15

GRAND PRIZE \$50,000

To be awarded Saturday Night July 15 at 12 Midnight on the Free Attractions Stage in front of the Corral. Here's your chance to make your fondest dreams come true. Buy a ticket for everyday.

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worth another \$50,000 - These sets combine AM and FM Radio, Stereo Record Player and 25 inch color Television. Deilcraft Cabinet styled in beautiful Autumn Oak.

Draws for sets will be made at 11 p.m. at the main Pot O' Gold Display on the Midway. (Except Saturdays draw July 15.)

2 sets Thursday, July 6
2 sets Friday, July 7
3 sets Saturday, July 8
2 sets Monday, July 10
2 sets Tuesday, July 11

3 sets Wednesday, July 12
2 sets Thursday, July 13
2 sets Friday, July 14
5 sets Saturday, July 15
(After the draw for the Pot O' Gold at 12 midnight.)

After each days draw all tickets for that day will be included in the final draw for \$50,000 on Saturday, July 15. You have several chances to win!

Sets will be delivered to winners, (any place in Canada).

TICKETS

\$1.00 each or Book of SIX for \$5.00. Available only on the Stampede Grounds (Victoria Park) July 6 to 15. (Not including Sunday.)



An official project of the
Calgary Exhibition & Stampede Ltd.

YOU DON'T HAVE TO BE PRESENT AT THE DRAW TO WIN.



PROGRAMME . . . WEDNESDAY, JULY 12th



Morning

10:00 a.m.— Blackfoot and Peigan Indians Parade to Royal Hotel and other downtown locations for colourful show. Downtown Attractions.

10:00 a.m.— \$100,000 Give-away Pot O' Gold booths open (9 booths) on the Grounds to serve you. Tickets \$1.00, 6 for \$5.00. Daily draws at 11:00 p.m. for Electrohome Colour Theatres. Saturday at midnight, Grand Draw for \$50,000 Gold Bar and 5 Colour Theatres.

11:00 a.m.— Big Four Exhibits Building, and Flare Square open.

The modern Big Four Building has 160,000 square feet of display space, and is air cooled for your comfort. Agricultural and commercial exhibits, fine art and handicrafts, ladies' and school work departments, Indian Handicrafts, Food Fair.

Flare Square — Outside Display. One Hundred Years of Progress, brought to life from Pioneers to the Space Age.

12:00 Noon to 11:00 p.m.— "Children's Corral" in the Big Four Building.

Afternoon

12:00 Noon— Royal American Shows on the Midway. The World's greatest Midway. Provides rides, shows, games, on the latest, best lighted and equipped midway in the world. Open until midnight.

1:00 p.m.— 5 Teepees open for inspection from 1:00 to 5:00 p.m. in the Indian Village.

1:00 p.m.— Palace Duo High Wire Act, and Mexican Entertainers — Free Attractions Stage in front of Stampede Corral.

1:30 p.m.— Grandstand Infield. Championship Cowboy Contests. A full slate of rodeo events with the world's top cowboys. Special infield attractions, Jay Sisler and his dogs, Bell Rocket Belt, etc.

2:00 p.m.— Running Horse Races commence with pari-mutuel betting. 8 races daily.

Evening

6:00 p.m.— 5 Teepees open for inspection from 6:00 to 9:00 p.m. in the Indian Village.

6:30 p.m.— Band Music in front of Grandstand.

7:00 p.m.— Palace Duo High Wire Act, and Mexican Entertainers — Free Attractions Stage in front of Stampede Corral.

7:30 p.m.— World Famous Chuckwagon Races. 8 races.

8:15 p.m.— Grandstand Show, "Canada on the March" featuring the McGuire Sisters, Don Rice, Ron Urban, Georgie Carl, the Stebbings and their Boxers, Manhattan Rockets, in a tremendous musical production interspersed with top variety acts.

8:30 p.m.— Stampede Corral — Championship Wrestling.

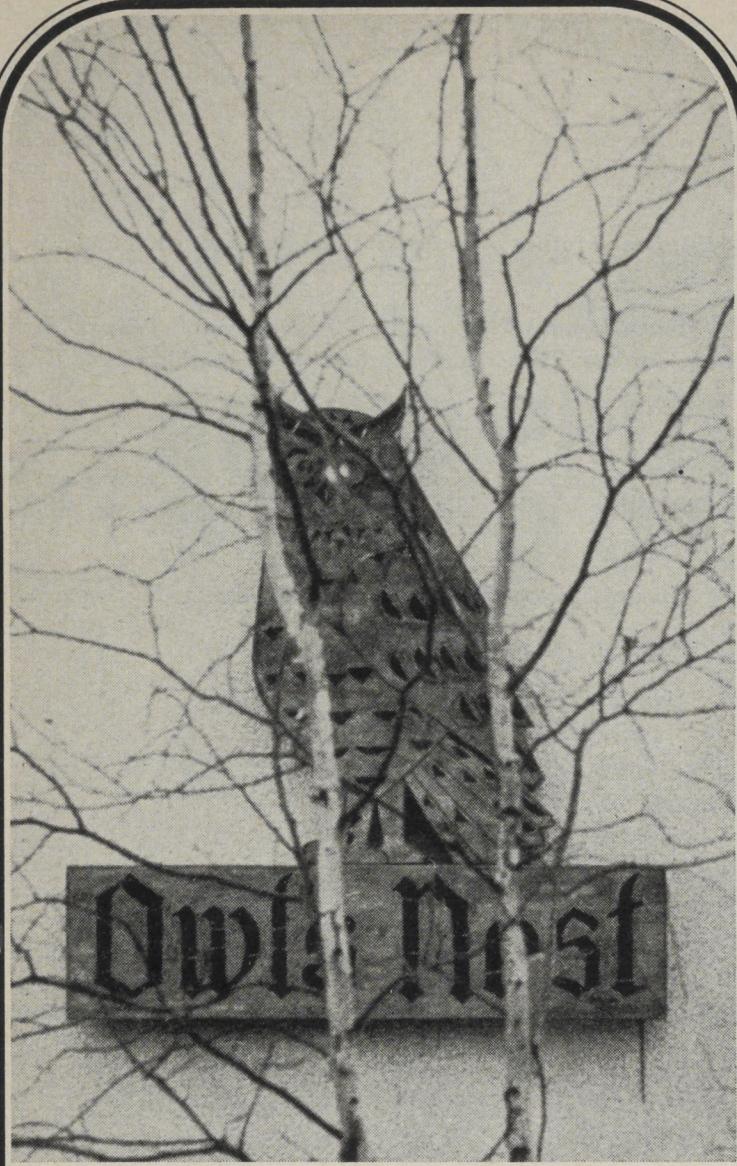
8:30 p.m.— Indian Dancing on platform under Sun Tree in the Indian Village.

10:00 p.m.— Colourful display of fireworks in the Grandstand enclosure.

10:45 p.m.— Golden Star Rocket indicating draw for Electrohome Colour Theatres will be made from main Pot O' Gold booth at 11:00 p.m.

11:00 p.m.— Draw for three Electrohome Colour Theatres.

LIVESTOCK EVENTS — See page 31 for full details.



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PROGRAMME . . . THURSDAY, JULY 13th



Morning

10:00 a.m.—Stony Indians Parade to Royal Hotel and other downtown locations for colourful show. Downtown Attractions.

10:00 a.m.—\$100,000 Give-away Pot O' Gold booths open (9 booths) on the Grounds to serve you. Tickets \$1.00, 6 for \$5.00. Daily draws at 11:00 p.m. for Electrohome Colour Theatres. Saturday at midnight, Grand Draw for \$50,000 Gold Bar and 5 Colour Theatres.

11:00 a.m.—Big Four Exhibits Building, and Flare Square open.

The modern Big Four Building has 160,000 square feet of display space, and is air cooled for your comfort. Agricultural and commercial exhibits, fine art and handicrafts, ladies' and school work departments, Indian Handicrafts, Food Fair.

Flare Square — Outside Display. One Hundred Years of Progress, brought to life from Pioneers to the Space Age.

12:00 Noon to 11:00 p.m.—“Children's Corral” in the Big Four Building.

Afternoon

12:00 Noon—Royal American Shows on the Midway. The World's greatest Midway. Provides rides, shows, games, on the latest, best lighted and equipped midway in the world. Open until midnight.

12:30 p.m.—From in front of Grandstand enclosure, four of the world's greatest balloonists will ascend from the infield. In the first International Balloon Race ever held in North America.

1:00 p.m.—5 Teepees open for inspection from 1:00 to 5:00 p.m. in the Indian Village.

1:00 p.m.—Palace Duo High Wire Act, and Mexican Entertainers — Free Attractions Stage in front of Stampede Corral.

1:30 p.m.—Grandstand Infield. Championship Cowboy Contests. A full slate of rodeo events with the world's top cowboys. Special infield attractions, Jay Sisler and his dogs, Bell Rocket Belt, etc.

2:00 p.m.—Running Horse Races commence with pari-mutuel betting. 8 races daily.

2:30 p.m.—Stampede Corral — Herman's Hermits.

Evening

6:00 p.m.—5 Teepees open for inspection from 6:00 to 9:00 p.m. in the Indian Village.

6:30 p.m.—Band Music in front of Grandstand.

7:00 p.m.—Palace Duo High Wire Act, and Mexican Entertainers — Free Attractions Stage in front of Stampede Corral.

7:15 p.m.—World Famous Chuckwagon Races. 8 races.

7:45 p.m.—Thursday Night Pageant — “The West — 100 Years.” In front of Grandstand.

8:00 p.m.—Press, Radio, TV Cow Milking Contest. Main Ring, Livestock Pavilion.

8:15 p.m.—Grandstand Show, “Canada on the March” featuring the McGuire Sisters, Don Rice, Ron Urban, Georgie Carl, the Stebbings and their Boxers, Manhattan Rockets, in a tremendous musical production interspersed with top variety acts.

8:30 p.m.—Stampede Corral — Herman's Hermits.

8:30 p.m.—Indian Dancing on platform under Sun Tree in the Indian Village.

10:00 p.m.—Colourful display of fireworks in the Grandstand enclosure.

10:45 p.m.—Golden Star Rocket indicating draw for Electrohome Colour Theatres will be made from main Pot O' Gold booth at 11:00 p.m.

11:00 p.m.—Draw for two Electrohome Colour Theatres.

LIVESTOCK EVENTS — See page 31 for full details.

An investment company is full of facts and figures.

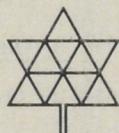
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PROGRAMME . . . FRIDAY, JULY 14th



Morning

8:00 a.m. to 11:00 p.m.—“Children’s Corral” in the Big Four Building.

9:00 a.m.—Special Children’s Day Performance — Grandstand enclosure, featuring pleasing stage acts and other features. Free draw for two Calgary Herald trips to Expo ’67 and other valuable prizes.

9:00 a.m.—\$100,000 Give-away Pot O’ Gold booths open (9 booths) on the Grounds to serve you. Tickets \$1.00, 6 for \$5.00. Daily draws at 11:00 p.m. for Electrohome Colour Theatres. Saturday at midnight, Grand Draw for \$50,000 Gold Bar and 5 Colour Theatres.

10:00 a.m.—Sarcee Indians Parade to Royal Hotel and other downtown locations for colourful show. Downtown Attractions.

11:00 a.m.—Big Four Exhibits Building, and Flare Square open.

The modern Big Four Building has 160,000 square feet of display space, and is air cooled for your comfort. Agricultural and commercial exhibits, fine art and handicrafts, ladies’ and school work departments, Indian Handicrafts, Food Fair.

Flare Square — Outside Display. One Hundred Years of Progress, brought to life from Pioneers to the Space Age.

11:00 a.m.—Royal American Shows on the Midway. The World’s greatest Midway. Provides rides, shows, games, on the latest, best lighted and equipped midway in the world. Open until midnight.

Afternoon

1:00 p.m.—5 Teepees open for inspection from 1:00 to 5:00 p.m. in the Indian Village.

1:00 p.m.—Palace Duo High Wire Act, and Mexican Entertainers — Free Attractions Stage in front of Stampede Corral.

1:30 p.m.—Grandstand Infield. Championship Cowboy Contests. A full slate of rodeo events with the world’s top cowboys. Special infield attractions, Jay Sisler and his dogs, Bell Rocket Belt, etc.

2:00 p.m.—Running Horse Races commence with pari-mutuel betting. 8 races daily.

2:30 p.m.—Stampede Corral — Al Hirt and Wes Harrison.

Evening

6:00 p.m.—5 Teepees open for inspection from 6:00 to 9:00 p.m. in the Indian Village.

6:30 p.m.—Band Music in front of Grandstand.

7:00 p.m.—Palace Duo High Wire Act, and Mexican Entertainers — Free Attractions Stage in front of Stampede Corral.

8:15 p.m.—Grandstand Show, “Canada on the March” featuring the McGuire Sisters, Don Rice, Ron Urban, Georgie Carl, the Stebbings and their Boxers, Manhattan Rockets, in a tremendous musical production interspersed with top variety acts.

8:30 p.m.—Stampede Corral — Al Hirt and Wes Harrison.

8:30 p.m.—Indian Dancing on platform under Sun Tree in the Indian Village.

10:00 p.m.—Colourful display of fireworks in the Grandstand enclosure.

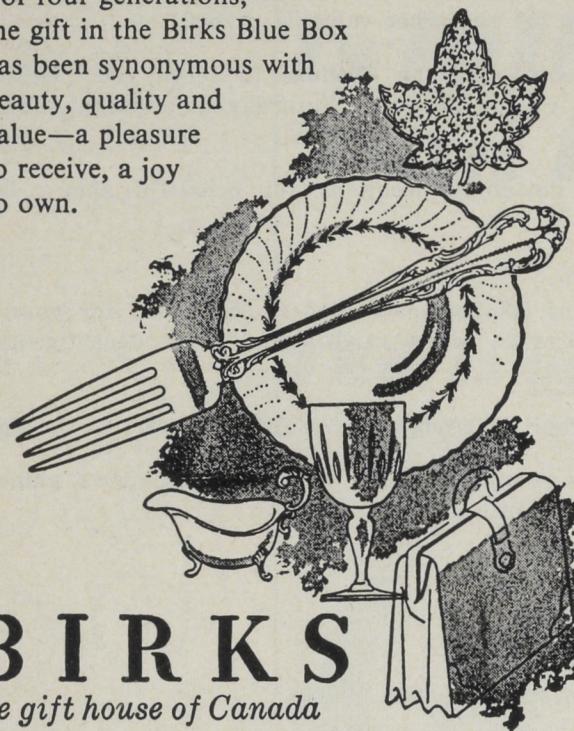
10:45 p.m.—Golden Star Rocket indicating draw for Electrohome Colour Theatres will be made from main Pot O’ Gold booth at 11:00 p.m.

11:00 p.m.—Draw for two Electrohome Colour Theatres.

LIVESTOCK EVENTS — See page 31 for full details.

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- 1,550,800 Hours Per Week



PROGRAMME . . . SATURDAY, JULY 15th



Morning

- 8:00 a.m. to 11:00 p.m.—“Children’s Corral” in the Big Four Building.
- 9:00 a.m.—Saturday Morning Roundup, in front of the Grandstand. An ever-increasingly popular attraction featuring Cutting Horse Contest, Ladies’ Barrel Racing, Consolation Chuckwagon Races, Chariot Races, and many other events.
- 9:00 a.m.—\$100,000 Give-away Pot O’ Gold booths open (9 booths) on the Grounds to serve you. Tickets \$1.00, 6 for \$5.00. Daily draws at 11:00 p.m. for Electrohome Colour Theatres. Saturday at midnight, Grand Draw for \$50,000 Gold Bar and 5 Colour Theatres.
- 11:00 a.m.—Big Four Exhibits Building, and Flare Square open.
The modern Big Four Building has 160,000 square feet of display space, and is air cooled for your comfort. Agricultural and commercial exhibits, fine art and handicrafts, ladies’ and school work departments, Indian Handicrafts, Food Fair.
Flare Square – Outside Display. One Hundred Years of Progress, brought to life from Pioneers to the Space Age.

Afternoon

- 12:00 Noon—Royal American Shows on the Midway. The World’s greatest Midway. Provides rides, shows, games, on the latest, best lighted and equipped midway in the world. Open until midnight.
- 1:00 p.m.—5 Teepees open for inspection from 1:00 to 5:00 p.m. in the Indian Village.
- 1:00 p.m.—Palace Duo High Wire Act, and Mexican Entertainers — Free Attractions Stage in front of Stampede Corral.
- 1:30 p.m.—Grandstand Infield. Championship Cowboy Contests. A full slate of rodeo events with the world’s top cowboys. Finals in all events. Special infield attractions, Jay Sisler and his dogs, Bell Rocket Belt, etc.
- 2:00 p.m.—Running Horse Races commence with pari-mutuel betting. 8 races daily.
- 2:30 p.m.—Stampede Corral — Al Hirt and Wes Harrison.

Evening

- 6:00 p.m.—5 Teepees open for inspection from 6:00 to 9:00 p.m. in the Indian Village.
- 6:30 p.m.—Band Music in front of Grandstand.
- 7:00 p.m.—Palace Duo High Wire Act, and Mexican Entertainers — Free Attractions Stage in front of Stampede Corral.
- 7:30 p.m.—Finals in the World Famous Chuckwagon Races.
- 7:45 p.m.—Presentation of Trophies to Championship Cowboys by Eric L. Harvie, C.D., Q.C.
- 8:15 p.m.—Grandstand Show, “Canada on the March” featuring the McGuire Sisters, Don Rice, Ron Urban, Georgie Carl, the Stebbings and their Boxers, Manhattan Rockets, in a tremendous musical production interspersed with top variety acts.
- 8:30 p.m.—Stampede Corral — Al Hirt and Wes Harrison.
- 8:30 p.m.—Indian Dancing on platform under Sun Tree in the Indian Village.
- 10:00 p.m.—Colourful display of fireworks in the Grandstand enclosure.
- 11:45 p.m.—Golden Star Rocket indicating draw for \$50,000 Gold Bar will be made at the Grandstand Stage at Midnight.
- 11:50 p.m.—Kinsmen Car Award Draw.
- 12:00 Midnight—Grand Draw for the \$50,000 Gold Bar at the Grandstand Stage, followed by draws for five consolation prizes of Electrohome Colour Theatres.

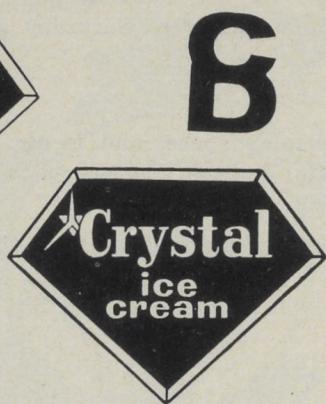
LIVESTOCK EVENTS — See page 31 for full details.

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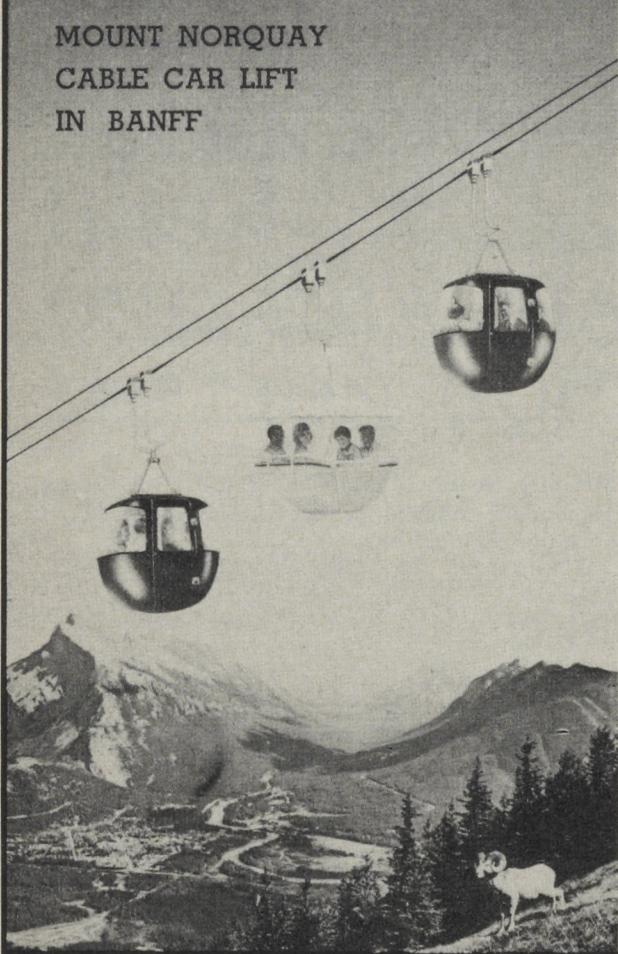
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Flare Square

The Calgary Stampede's Salute to a Hundred Years of Progress

Visitors to the Centennial edition of the Calgary Exhibition and Stampede will have an unprecedented opportunity to take a "time walk" through Flare Square — a dramatic re-creation of the past century.

Anything but a museum or static exhibit, Flare Square has been painstakingly designed to involve every visitor in an experience that is more emotional than visual. From the Indian encampment and Hudson's Bay trading post at one end, all the way through to the space age wonders at the other end, involvement and a willingness to "let yourself go" will provide the key to a memorable journey.

Six months in the making, Flare Square is the culmination of thousands of man-hours' planning and hard work by a virtual army of business and professional men from the Calgary area. Their unflagging voluntary efforts, stimulated throughout by their pride and imagination, have reached exciting fruition in this 3.5 acre show with a sky-high flare tower for a landmark, and a century of progress for a theme.

At the centre of Flare Square is a large open area, not unlike the village greens of old, a focal point for a variety of entertainers and New Canadian dance groups, representing Canada's numerous cultural origins.

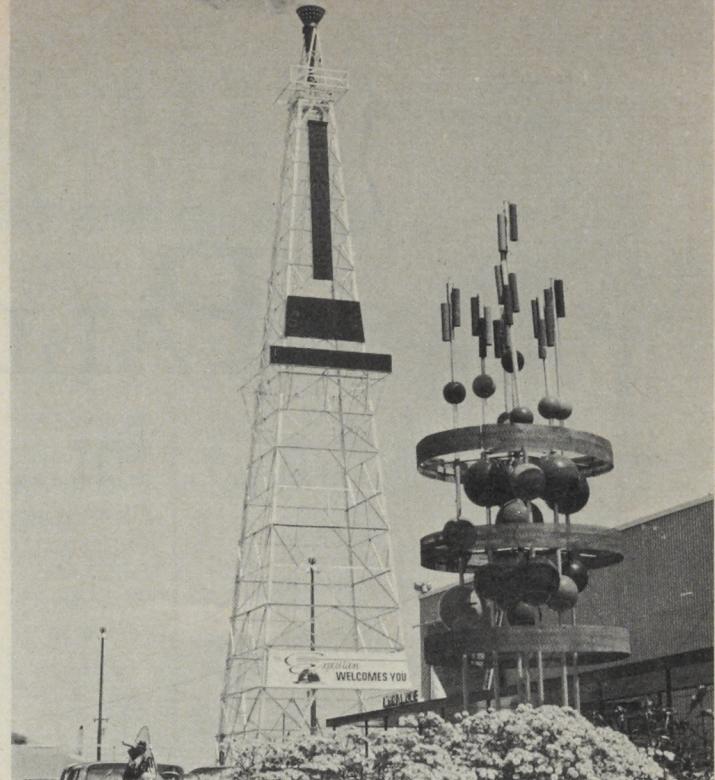
In addition to the village square entertainment, an authentic Chautauqua tent show will be in full swing throughout the nine days of the Stampede. With 180 acts scheduled for the nine day run, this 1967 version of the Chautauqua will strike a nostalgic note for many who can still recall the excitement and magic of the travelling tent shows of the 20's and early 30's. Participating in this summer's show are hundreds of amateur performers giving dramatic and musical selections, dance numbers, poetry readings and pageants.

Countless other nostalgic notes are sure to be struck during the Flare Square show. For devotees of Canadian aviation history there's a life-size replica of the Silver Dart, the first heavier-than-air machine to fly in Canada. And from the early days of flight in Alberta has come the Gypsy Moth, the aircraft used by Canada's first flying doctor.

Old-time machinery buffs will have a field day. From the Glenbow Foundation—Alberta Government Museum has come literally tons of steam driven construction and farming equipment that enthralled young boys of another generation.

And reminiscent of the Dirty Thirties, Flare Square has its own authentic Bijou theatre and a genuine flag-pole sitter; broadcasting news highlights of the period. Taped speeches of world figures that made much of the news then are merely a push-button away. The variety and scope of the materials used to reconstruct this era, and the other periods of the Flare Square century, are good indication of the colossal efforts made to locate them.

One of the most aggressive searches ever undertaken for Calgary and Alberta memorabilia uncovered a wealth of material including vintage buggies, covered



wagons and ox-carts, depression-era radios and silent movies, antiquated farming implements and machinery, hand-operated concrete mixers, and World War I equipment and weapons.

Although Flare Square's theme is geared to the century of progress since Confederation, the next century has by no means been neglected.

Typical of the futuristic displays in the modern era section of the show is the Cadillac Cyclone — the much-publicized experimental car from General Motors. With its radar sensing units to scan the highway ahead, and its electrically operated doors, the Cyclone provides a sharp contrast to the early transportation exhibits and dramatically underlines the implications of the Flare Square theme.

The accelerated rate of technological development in recent years has enabled Flare Square to present a number of first-time experiences for Stampede visitors. These include laser beam equipment, video-telephones, a computerized Blackjack game, Electrohome's "communications centre of tomorrow," photographs of the moon's surface, a satellite tracking station model and a Mercury space capsule.

A number of Flare Square visitors, selected on a random basis, will have a chance to board the Mercury spacecraft for a simulated ride into space. Audio and visual portrayals of space within the capsule make for a highly realistic simulation of the journey, a fitting climax to the Flare Square "time walk."

Hostessing responsibilities throughout the show are being handled by the Calgary Goodwill Ambassadors, a volunteer women's group in the city, numbering several hundred. They have been preparing for the big show for several months, familiarizing themselves with the historical information and exhibit data in their respective areas.

The 3.5 acre outdoor show is free to all Stampede visitors. The only investment required is a willingness to "let yourself go", an unfettered imagination, and pride in the century since Confederation — a century whose unparalleled progress is dramatically saluted by the Stampede.

See you at Flare Square!



STAMPEDE DOWN

to the PALLISER HOTEL

for...

Round-Up Breakfast Served Thursday, July 6 to Saturday, July 15 Inclusive, 7:30 to 9:00 a.m.
 Fruit Juice Scrambled Eggs Bacon Hot Cakes Sausages Marmalade Hot Rolls Coffee
\$1.50

for...

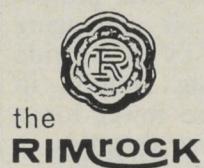
Chuck Wagon Buffet Luncheon Thursday July 6 to Friday July 14 Inclusive
Featuring our Buffalo Stew
11:30 a.m. to 1:30 p.m.
\$2.50

for...

Prime Canadian Roast Beef and Juicy Steaks
Dinner served from 5:00 p.m.
\$2.25 and up

for...

Cool Refreshments and Some Quiet Relaxation
Quick Lunch
 the **RIMROCK** Lounge



Canadian Pacific

Trains/Trucks/Ships/Planes/Hotels/Telecommunications
 WORLD'S MOST COMPLETE TRANSPORTATION SYSTEM

DID YOU KNOW . . .

THAT THE CALGARY EXHIBITION & STAMPEDE HAS

- More Cowboys and Stock than any rodeo in the world
- The largest Indian Village in North America
- The largest curling rink in the world
- Over 9,000 head of stock shown or sold in 1966
- 1,700 horses Stampede Week
- Royal American Shows, the largest Midway in the world
- 33 Committees of over 200 Volunteers
- Children's Corral baby-sits over 800 children Stampede Week

GROWING PAINS . . .

We're 60 years young, with 55,000 farmer-owners keeping us that way! U.G.G. enters Centennial year with an all-time record for grain handling, an enviable financial structure, and a program of modernization and farmer benefits second to none. That's why —

It will pay you to haul grain to U.G.G.!



THE FARMERS' COMPANY

Rangeland Derby Outfits will compete for more than \$44,000 in Cash Purses

A sage once said that "imitation is the sincerest form of flattery." This is certainly true of the world's strangest and most exciting horse race, the famous Rangeland Derby or Chuckwagon Race, one of the features of the annual Calgary Exhibition and Stampede.

Since the event gained world-wide publicity by reason of its wildness and thrills, other places in Canada and the United States have tried to copy it but with little success because it is a race that has its roots in the range districts of the Canadian west and with its wagons, outriders and the scores of horses which are required to stage it properly, it is much too expensive to cart around on the scale at which it is presented at the Calgary Stampede.

When all entries had been received for this year's event, it was found that 32 chuckwagon outfits involving 320 thoroughbreds and more than 150 drivers and outriders, had been recorded.

The chuckwagon race originated at the 1923 Calgary Exhibition and Stampede. It stemmed from a wild dash across the prairie, raced by a bunch of roundup wagons as the cowboys headed for town after the roundup had been completed. Guy Weadick, originator and first manager of the Calgary Stampede, visualized a race where the roundup wagons could participate but under a clear set of rules.

The first series of races was planned and held in 1923, and from that day on the race has grown in interest and public appreciation.

At the present time the chuckwagon races at the Calgary Exhibition and Stampede involve a purse distribution of \$44,000. The rules of the race are simple enough. One entry consists of a regulation roundup wagon but one which is stripped down to the bare essentials. It is hauled by four thoroughbred horses and is flanked by four mounted outriders. There are usually four wagons to each heat which means that when the race is ready to start, 32 horses and four wagons are involved.

Before the start of the race, the four outfits take up places in the centre field. Tent poles and canvas are slung from the back of each wagon and the cook stoves must be on the ground.

All the outriders are dismounted. At the starting signal, one man throws the tent poles back into the wagon. Another snatches up and tosses the stove into the wagon. By this time the driver has gotten the team into action. He is required to drive around a set of barrels so as to execute a figure "8". He then heads his team and wagon for the racetrack and the wild half-mile dash begins. The wagons which make the best time in each heat are the winners of the day's



money and the outfit which chalks up the best time for the week is the winner of the big final money.

Numerous penalties can be assessed against the entrants if they fail to comply with the rules. A whole battery of judges and officials watch every yard of the race from vantage points, and woe betide the outfit which infringes upon any of the many rules.

"The chuckwagon races as staged at the Calgary Stampede make the old Roman chariot races look pretty tame," one Hollywood motion picture director stated after seeing the races for the first time.



Royal American Shows

WORLD'S LARGEST MIDWAY

Presents its 1967 Attractions to the Patrons
of the Calgary Exhibition and Stampede

New Acts - New Faces - New Names



CARL J. SEDLMAYR, JR.
General Manager

A Gigantic "KIDDIELAND" with New Rides for the Children

See this Great New Royal American Midway of Laughs, Thrills and Chills
All Clean Fun for the Entire Family at the Calgary Exhibition and Stampede
The Royal American Shows are the World's Largest Producers of Clean
and Meritorious Shows, Latest Riding Devices and Thrilling Entertainment

WE ARE PROUD TO BE PART OF THE CALGARY EXHIBITION AND STAMPEDE



THE MOST MODERN MIDWAY IN THE WORLD

Visit the Food Fair . . .

ON THE LOWER FLOOR OF THE BIG FOUR BUILDING

and choose from a wide variety of domestic and foreign foods at the attractive booths lining the perimeter of the area.

Featuring:— Chinese Foods; Barbecued Beef and Ham; Hamburgers and Hot Dogs; Italian Foods; Old English Seafoods; Chip Steaks; Broasted Chicken; Kosher Food; Cabbage Rolls; Desserts; Coffee, Tea, Milk Shakes.

After selecting the food of your choice, comfortable chairs and tables are provided in the cool, clean centre area accommodating up to six hundred people.

INSTANT PLANT SITES



*So we admit it's not magic,
just careful pre-planning.
But we do enjoy creating
a sensation among
industrialists with our
INSTANT PLANT
SITES trick.*

**Dominion Bureau of
Statistics, January, 1966.*

CALGARY

Canada's Fastest Growing City *

Hold it! No need to wave a wand around - it will only make your staff nervous. Just telephone, telegraph, or tell a secretary to mail our coupon.

Then the magic starts. Calgary's four man industrial team - the industrial co-ordinator, a site specialist and two experts in statistics and market research - go to work for you. Their services are free and strictly confidential. They provide COMPLETE site selection studies covering all suitable plant sites, city-owned or private. If you wish, they will handle preliminary approaches to private owners; your name is not mentioned until you give the word. Their job is to help you get the site you want - with no "runaround".

You have the widest possible choice. Within a few miles of city centre, you can get the exact size of site you need - zoned for heavy industry or light industry - all completely serviced - many with trackage - all located with easy transportation and ample labor housing in mind - priced as low as \$6,500 an acre. How's that for economy?

K. S. FORD, INDUSTRIAL CO-ORDINATOR,
CITY HALL, CALGARY, ALBERTA, CANADA.

NAME _____

ADDRESS _____

CITY _____ COUNTRY _____

450 Thoroughbreds will provide Racing Thrill Every Day of Stampede Week



There's an old saying around race tracks that once jockeys and thoroughbreds have taken part in the race meet, which is held annually in conjunction with the Calgary Exhibition and Stampede, they fear neither man nor beast from then on. The story stems from the fact that the races go on as scheduled alongside the wildest and wooliest rodeo the world has ever seen.

More than 450 thoroughbreds and at least 30 jockeys will be on hand for the Exhibition & Stampede race meet, and they will provide an eight-race daily program for each of the nine days that the big show is in progress. This race meet marks the first of the "Fairs" schedule which sees racing at the highest level at the Calgary, Edmonton, Saskatoon, and Regina exhibitions.

It is the busiest week of the year for the race-track maintenance operators, because every night following the eight-heat chuckwagon races, the ground crew works long into the night refurbishing the track for the flat races the following day. The following is a complete list of the handicap events scheduled for the period.

Thursday, July 6—Lake Louise Handicap. Purse \$1,600. For three-year-olds and upward. Seven furlongs.

Friday, July 7—Turner Valley Claiming Handicap. Purse \$1,600. For three-year-olds and upward. One mile and one-eighth.

Saturday, July 8—The Alberta Derby. Purse \$6,000 Added. For three-year-olds foaled in Canada. Nominations closed February 1, 1967. One mile and one-eighth.

Monday, July 10—Banff Handicap. Purse \$1,600. For three-year-olds and upward. Five furlongs.

Tuesday, July 11—Calgary Juvenile Handicap. Purse \$1,600. For two-year-olds. Five furlongs.

Wednesday, July 12—The Centennial Handicap. Purse \$3,000 Added. For three-year-olds and upward. Nominations close Saturday, July 8. One mile and one-eighth.

Thursday, July 13—Montgomery Handicap. Purse \$1,600. For three-year-olds. Seven furlongs.

Friday, July 14—Big Four Claiming Handicap. Purse \$1,600. For three-year-olds and upward. Seven furlongs.

Saturday, July 15—Calgary Special Claiming Handicap. Purse \$1,600. For three-year-olds and upward. One mile and three-eighths.

IN THE PUREST OF TRADITIONS !

All the traditions of expert craftsmanship and built-in comfort are revived in Boulet Cowboy Boots. Imaginative designs, a large choice of models, the finest leathers and long-wearing qualities have all been added to comply with today's needs and tastes. Only Boulet can manufacture cowboy boots that are so attractive, so comfortable and so durable. No wonder Canadians in all walks of life prefer Boulet Cowboy Boots for the utmost in beauty, comfort and quality.

BOULET
COWBOY BOOTS



Look for these famous names at all good shoe stores across Canada:

BOULET • *Western Stampeder* • **PLAINSMAN** • **LONG HORN** • **KLONDIKE**

EVENING GRANDSTAND STAGE SHOW

(FOLLOWING THE CHUCKWAGON RACES)

A sparkling show with lavish production numbers featuring international stars from the Theatre, Television and Radio. It has something to please everyone ... comedians, acrobats, beautiful dancers, magicians, vocalists, all combined into seventeen great variety acts.

McGUIRE SISTERS

This popular trio of beautiful artists has captured the hearts of North America. Now see them in person as they sing the latest hit songs.

DON RICE

One of the featured stars of this outstanding entertainment spectacle. His down-to-earth humor reaches a new orbit in comedy.

RON URBAN

And his beautiful and mysterious dove act.

GEORGIE CARL

Refreshingly different pantomime comic.

THE STEBBINGS & THEIR BOXERS

A hilarious dog act unequalled anywhere.

MANHATTAN ROCKETS

Famous precision chorus line with the most beautiful girls in the world.

THE SENSATIONAL LEIGHS

Spectacular suspense act that will have you on the edge of your seat with excitement.

THE TAYLOR TWINS

International Dance Stars in a toe tapping routine.

THE RODOS TROUPE

All-girl comedy and acrobatic attractions.



THE VOLANTES

Unique cycle act with thrills and comedy combined.

PLUS: as added attractions - THE BONNY FOLK ... THE DEL FAMILY ... MIKE SOBY, folk singer ... CAMERON WHYTE ... the popular ERIKSON SINGERS ... the outstanding CALGARY STAMPEDE KIDDETTEES ... and the STAMPEDE CITY CHORUS.



* CLIMAXED BY BRILLIANT FIREWORKS DISPLAYS!



The Stampede Indians

By JOAN M. PLASTOW

Close to the main entrance gate of the Calgary Exhibition and Stampede it is possible for the visitor to enter a world which many have seen only on film or read of in books – the Indian Village. The popularity of this spot never dims for here it is possible to meet and talk with nearly three hundred members of several Southern Alberta tribes, Sarcee, Stony, Blackfoot and Peigan, a proud race, participating in an event in which they play a leading role.

It is here that the fascinating and turbulent history of the Indian comes to life! It is here one steps from the Western world to the past and is able to realize the contribution the Indian makes in many areas of life today. To the hurried tourist who stops only long enough to take a picture, or to the teenager hurrying to the Midway, the Indian Village is just another feature of the Stampede. However to those who are genuinely desirous to know more, there are unlimited opportunities to observe and learn.

Approximately 5,300 Indians from the tribes represented here live on Government administered reservations within a radius of 130 miles of Calgary; the Sarcees, population about 450, on the outskirts of the city, the Blackfoot, population 2,100 at Gleichen, 60 miles east, Stonys, numbering about 1,500 at Morley, 60 miles west and close to the Rockies, and the Peigan Indians, population about 1,400 at Brocket, about 110 miles south of Calgary. As a point of interest, there are now approximately 7,000 Indians resident in the City of Calgary, employed, or going to school.

The Sarcees, who originated from the Iroquois, were known as fighters and warriors. Although not too many years ago the tribe diminished to about fifty, they now number well over four hundred. The Blackfoot Tribe have a tremendous pride in their heritage as they were leaders of the other tribes, with the exception of the Sarcees, as set out in the Blackfoot Confederacy. The Peigan Indians are actually a branch of the Blackfoot Tribe and are a wandering people. Living close to the Rockies, the Stonys have always been known as mountain people and are also a wandering tribe.

It is well known that the tribes of Southern Alberta are doing more to keep their ceremonies, crafts and Indian culture alive, than any other Canadian Indians. Many of their dances are being performed again – the Sun Dance, Rain Dance, Chicken Dance, Owl Dance, and War Dance. Costumes worn for these dances may look similar, but to the educated onlooker there are many differences.

Designs on the teepees are handed down from generation to generation in one family. Each design tells its own story and was originally obtained from a vision or dream. Other designs used in beading and Indian crafts are now interchanged between the various tribes.

The Indians still practice much of their own medication with the use of herbs, and it is a fact that migraine for example, is virtually unknown among their people.

Despite proximity to the modern supermarket, most still prefer, and prepare, their own food. Pemmican, commonly thought of only as dried meat, can also be ground into a powder and wild berries or sugar added. A staple of their diet is Bannock based on flour and water but which is also sometimes sweetened and served in various forms. Unleavened doughnuts are another favorite. In past days, food had to be prepared to last as most tribes were frequently on the move. If you were to watch an Indian woman prepare food you would notice she never touches it with her hands.



The modern day Indian is still an avid hunter and through necessity has had to learn to make use of every part of the animal he kills, including even the hooves and bones.

He is extremely creative in many fields such as art, dancing and of course the Indian crafts. He also excels in athletics.

The Indian has great patience, and a very highly developed sense of humor which has perhaps been his salvation.

We are sure that as you meet and talk with these first Canadians, you cannot fail to be impressed with their courtesy and friendliness.

Stampede Children's Corral

During Stampede Week a "Children's Corral" is located in the north-east corner on the main floor of the Big Four Building and is a section of the Stampede Medical Department. The Children's Corral is under the direct supervision of Mr. Keith Wood, City Supervisor of the City of Calgary Children's Aid Department and is staffed entirely by trained Children's Aid personnel.

The Children's Corral is divided into four entirely separate sub-sections:

Infants	—	to 2 years of age
Toddlers	—	2 years - 4 years
Pre-School	—	4 years - 6 years
Lost Children	—	Any age.

It supplies a babysitting service for children from infancy to six years of age at a charge of 35c per child per hour.

Hours of opening are from 12 noon to 11 p.m. each day, except Children's days and Saturdays when hours are from 9 a.m. to 11 p.m.

Approved methods of admission and discharge are employed.

Twelve bassinettes for infants, eighteen cribs for toddlers, eight beds for pre-school children, plus play-pens, toys, television, etc., are installed. Similar amenities are also provided for the Lost Children's sub-section.



Burns

The Traditional Brand
for Good Eating . . .

π DV 44
-7 M U
TM H2 OX

In the most familiar cattle brand in the Old West, although Burns had many brands for his cattle and horses, the reverse NL became the most famous and well known, indeed, it is still in use on Burns cattle today.

The brand best represents Pat Burns' faith in his fellow man, it means "Never Lock", and Burns never had a lock on range gates anywhere.

As Burns cattle operations grew, so the brand became a byword across the West. Today Burns Foods Limited are continuing in the same tradition, and the **Burns** is today well known as the brand from the Atlantic to the Pacific.



To Make a Better Meal
Better Make it Burns!

Record \$90,000 Prize List for Livestock Exhibits at Stampede

The richest cash premium list, totalling nearly \$90,000, ever offered in the long time history of the Calgary Exhibition and Stampede for livestock has been approved for the 1967 show during July 6th - 15th, 1967.

The Beef Cattle division of the show will receive the largest amount in premium \$36,500 plus an additional \$900 for a Special Shorthorn Class as this year the exhibition is featuring the National Shorthorn Show.

DISTRIBUTION OF 1967 CALGARY EXHIBITION AND STAMPEDE LTD. LIVE STOCK PRIZE MONEY

Beef Section:

Shorthorns	\$11,100
Aberdeen-Angus	9,100
Hereford	9,100
Charolais	6,300
Interbreed Steer Class	900 \$36,500

Dairy Section:

Holsteins	6,780
Ayrshires	6,780
Jerseys	6,780
Guernseys	6,780
Interbreed Best Udder Class	790 \$27,910

Sheep Section:—\$2,160 Offered for each of Four Classifications

Suffolks	
Corriedales	
Hampshires	
North Country Cheviots	
Southdown	
Interbreed Market Lamb Class	360 \$ 9,000

Swine:

Yorkshires	3,170
Landrace	2,240
Lacombe	2,240
Interbreed Barrow Class	410 \$ 8,060
Beef Herdsman Prize	400
Dairy Herdsman Prize	400
Sheep Herdsman Prize	165
Swine Herdsman Prize	165 \$ 1,130

Sub Total \$82,600

The above prize money offered will be paid by: Canadian Shorthorn Association, \$1,000; Alberta Shorthorn Association, \$200; Calgary Exhibition & Stampede Ltd. \$40,100; Federal Government, \$41,300.

Special Shorthorn Heifer Class:

Alberta Shorthorn Association	750
Canadian Western Natural Gas Co. Ltd.	100
U.F.A. Co-op	50 \$ 900

The Calgary Exhibition & Stampede Ltd. offer the following money for the Horse Section.

Horse Section:

Clydesdale	\$ 1,320
Percherons	1,320
Belgians	1,320
Heavy Draft and Light Draft	2,273
Stall Prizes	30 \$ 6,263

Grand Total \$89,763

Big Four Building



This is Canada's finest and largest exhibits building — 400 feet long and 240 feet wide, comprising 62,750 square feet of well planned exhibit space on two floors. It was the first "split level" exhibits building ever designed and constructed in this country.

Three main entrances front on the Midway and four large loading ramps facilitate unloading of display material.

The building is strategically located on the Midway less than 150 feet from the main pedestrian gate at 17th Avenue and 2nd Street East.

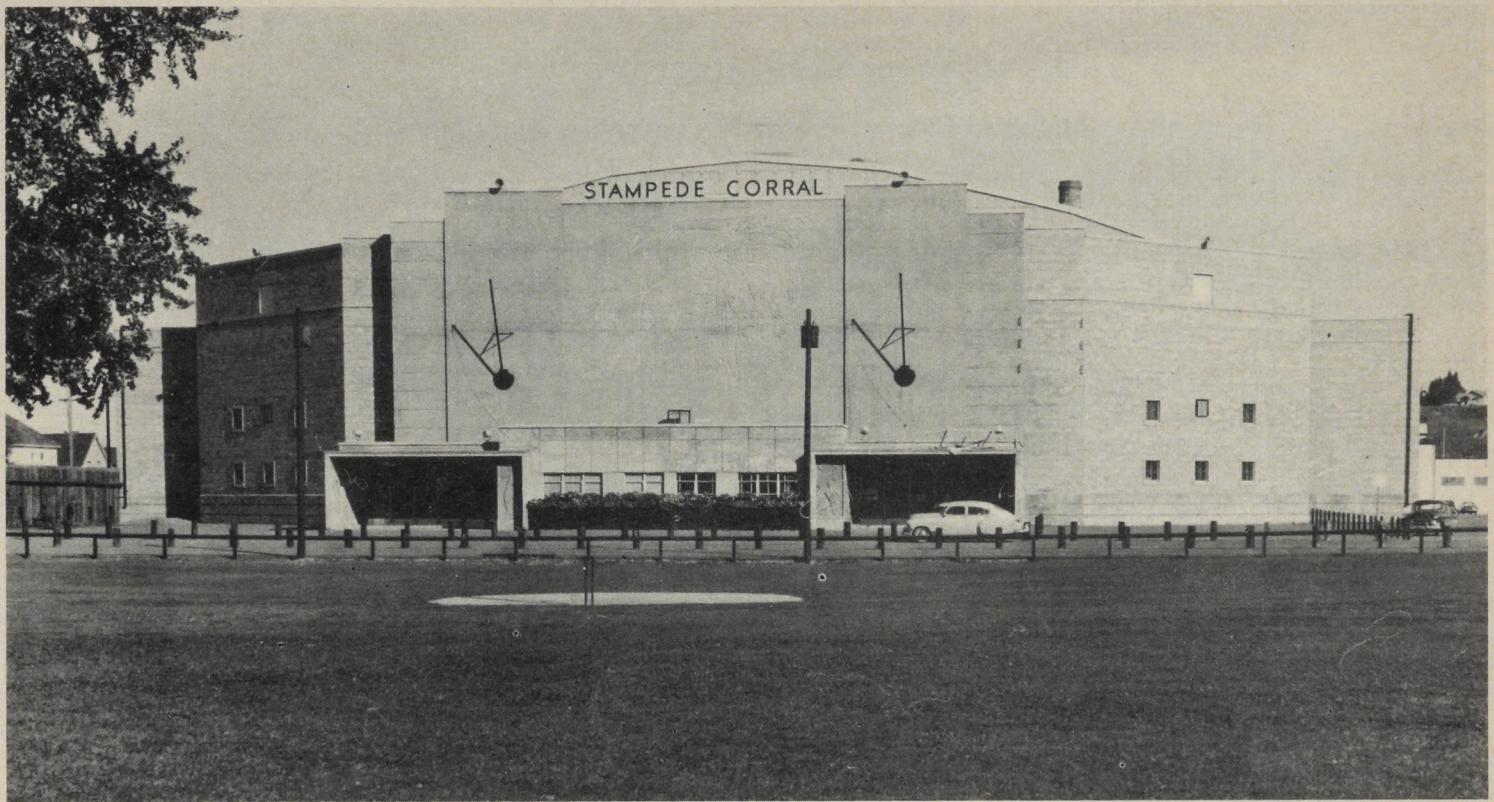
This ultra-modern exhibits building has been designed with the comfort and convenience of both

exhibitors and viewers in mind. It is well ventilated, fireproof and has more than an adequate number of rest rooms and other facilities to serve exhibitors and the general public. Most important, the aisles are wide and roomy and the exhibit booth area artistically designed and planned to allow maximum viewing of displays.

This building becomes the largest curling rink in the world through the months October to April. It is estimated that 10,000 people of all ages curl here within one week. Facilities in the building include two club rooms with 150 lockers in each, a ladies' lounge, cafeteria, and unlimited parking facilities outside the building.



Stampede Corral



The Stampede Corral, owned and operated by the Calgary Exhibition and Stampede Ltd., is Western Canada's finest all-purpose arena. It was built in 1951 at a cost of \$1,500,000 and by the end of 1957 had been completely paid for out of current revenue.

Seating capacity of the Corral is 6,600. If the ice surface is used, another 2,000 can be seated, and there is standing room for another 2,500.

It is a modern structure in every respect, with a

clear view of the ice surface from every seat. There are adequate dressing room facilities for large casts, a built-in sound system, and lighting facilities to suit every type of show and entertainment.

Facilities of the Corral are adaptable to every type of attraction and in the past few years such a variety of events as ice shows, horse shows, wrestling, name bands, banquets, religious gatherings, concerts, and Bingo have been accommodated here.



Our Calgary

By DOUG JOHNSON

Manager, Calgary Tourist & Convention Association

The history of most any city in the world reaches back by the hundreds of years.

Which makes Calgary a bit different than most.

It was a warm September day in 1875 when a contingent of North West Mounted Police established a post just where the Bow and Elbow rivers marry.

Which makes Calgary just 91 years old.

Being just a lifetime old, Calgary was never cramped or bound by ancient beginnings. In the space of only a brief paragraph in the immense book of history, the lone police outpost has grown to a city sprawling over 152 square miles and home to over a third of a million proud people.

And it has been the proud people of Calgary who have been responsible for not only the astonishing development of the city itself, but for making it literally a way of life in Canada.

Calgarians have created a legend of enviable realities like oil and scenery and cattle and grain and industries . . . and packaged it for ready sale in imaginative trappings like gas flares and chuckwagon races, barbecue parties and big white hats.

The expansive and uninhibited Calgarian, moreover, has been and is a natural-born salesman for the happy living in the Foothills metropolis. Not surprisingly, the most ardent enthusiasts for the city are the re-treads – those who have known the cool formality of the more staid cities before coming to live in the friendly Cowtown.

Take that name "Cowtown," for instance.

It's used without hesitation, and with real affection. Because among the first of the founders were ranchers, the western theme with its colorful trademarks still gives an at-once identity to the city. The warm and genuine hospitality hallmark by its founders has never been permitted to lag. Newcomers to the city are at first delighted, then quickly assume the responsibility of carrying the friendliness to other strangers.

A former U.S. Consul in Calgary, Ed Madill, illustrated the exuberance of the spirit of Calgary by telling of the former Texas couple who burst into his office to tell him his services were no longer required, because they had just become "naturalized Calgarians."

The pride in city and heritage extends right to the grass roots. One visitor remarked that, "Calgary is different because *all* its people are Calgarians." The fantastic success of the Calgary Stampede – the

world's greatest – proves it. Oil executive and housewife, stenographer and bank manager, stock broker and elevator operator – all come out in western dress for the big week. Hundreds of volunteers happily devote their own time to organizing and planning and carrying out the hundreds of details so essential to the success of the giant show.

While fiercely determined to maintain the warmth of the city, Calgarians have not neglected other essentials. The cultural development of the city has more than kept pace with the growth of Calgary. With 135 schools and 205 churches, a modern university, Canada's largest technical school and a handsome auditorium, the title of "Canada's colorful, cultural Cowtown" is more fact than humor. Allied Arts Centre, home for over 40 art groups, led the way in Canada in such development.

There are other ways, too, in which Calgary citizens have made their city a pleasant place in which to live and to visit. Calgary Zoo is the largest in Canada. The natural history park is the only complete Dinosaur display in the world. Heritage Park is a fascinating western Canadian village, authentic to the forge in the blacksmith shop and the cracker barrel in the general store. Glenbow Museum provides an unusual display of priceless artifacts. Calgary Brewery Aquarium is the only such operation inland in Canada. The Horseman's Hall of Fame is distinctively different – a museum without the normal cob-webbed atmosphere. Happy Valley, whose 400 acres of family fun makes it Canada's largest man-made recreation area. Hospitality Centre, where the massive 5934 Steam Locomotive sits facing the mountains it was built to conquer, is a popular visiting place for locals and visitors alike. The Glenbow Art Gallery, in the new Library, provides outstanding art displays the year round.

You need only glance around at the skyline, note the huge shopping centres and know that Calgary has the largest car-per-capita ratio of any city in the world to recognize that Calgarians are also keenly interested in developing their city as a business centre. With a firm base of ranching, agriculture, petroleum, finance, tourism and industry, the city has a buoyant and healthy economy, and the people of the city are dedicated to keeping it so.

The city on the Bow has come a long way in only 91 years . . . and the future is even brighter.

If you are a visitor to Calgary (we never have strangers), it is the warm wish of every Calgarian that you enjoy your visit. You will find, just as visitors have for 91 years, the handshake is firm, the smile and greeting sincere, and the "latch string is always out."

Top Men in World Rodeo have competed at the Stampede

In the 44 years which have elapsed since the Stampede or championship cowboy contests have become a feature of the annual Calgary Exhibition, every title winning cowboy in the history of Rodeo, with the exception of steer ropers (there isn't any steer roping event at the Calgary Stampede) have contested at the Calgary show.

It is the proud boast of the Calgary Exhibition and Stampede Ltd. that more cowboys compete, more champions appear and more livestock is turned out of the chutes than at any other six-performance rodeo anywhere else in the world.

In the past, some contestants have viewed this claim

with some doubt — that is, until they have competed here and the majority of the "doubting Thomases" usually go home singing the praises of the Calgary Stampede, after they have competed in it.

The list of champions at the Calgary show is growing steadily and each year finds new names added to the list. The ghosts of former rodeo greats ride through the centre-field and wherever cowboys gather, they live again the exploits of the champions of former years.

Here is the list of the winners of all championship events at the Calgary Stampede since 1923, the year the Stampede was "wedded" to the annual Calgary Exhibition.

Winners of the Open Bucking Horse Riding Championship with Association Saddle

1925	Breezy Cox, Salmonville, Arizona
1926	Mike Stuart, Tulare, California
1927	Pete Knight, Crossfield, Alberta
1928	Slim Watrin, High River, Alberta
1929	Earl Thode, Belvedere, South Dakota
1930	Chuck Wilson, Fort Worth, Texas
1931	Gene Ross, Salmonville, Arizona
1932	Pete Knight, Crossfield, Alberta
1933	Pete Knight, Crossfield, Alberta
1934	Stub Bartleymay, Arlington, Oregon
1935	Turk Greenough, Red Lodge, Montana
1936	Carle Thode, Casa Grande, New Mexico
1937	John Jordan, Carlsbad, New Mexico
1938	Earle Thode, Casa Grande, New Mexico

1939	Guy Cash, White Bird, Idaho
1940	Nick Knight, Cody, Wyoming
1941	Jerry Ambler, Minburn, Alberta
1942	Doff Aber, Newhall, California
1943	Turk Greenough, Red Lodge, Montana
1944	Bill Linderman, Red Lodge, Montana
1945	Bill Linderman, Red Lodge, Montana
1946	Jerry Ambler, Glenwood, Washington
1947	Jim Like, Kim, Colorado
1948	Bill Linderman, Red Lodge, Montana
1949	Casey Tibbs, Fort Pierre, South Dakota
1950	Casey Tibbs, Fort Pierre, South Dakota
1951	Bill Linderman, Red Lodge, Montana
1952	Frank Duce, Cardston, Alberta

1953	Deb Copenhagen, Post Falls, Idaho
1954	Marty Wood, Bowness, Alberta
1955	Deb Copenhagen, Post Falls, Idaho
1956	Bobby Robinson, Calgary, Alberta
1957	Marty Wood, Bowness, Alberta
1958	Deb Copenhagen, Post Falls, Idaho
1959	Winston Bruce, Calgary, Alberta
1960	Jim Tescher, Sentinel Butte, North Dakota
1961	Marty Wood, Bowness, Alberta
1962	Leo Brown, Czar, Alberta
1963	Ronnie Raymond, Pineville, Oregon
1964	Marty Wood, Bowness, Alberta
1965	Marty Wood, Bowness, Alberta
1966	Bob Gottfriedson, Kamloops, B.C.

Winners of the Bareback Bucking Horse Riding Championship

1923	Kenneth Cooper, Pierre, South Dakota
1924	D. McDonald, High River, Alberta
1925	Norman Edge, Cochrane, Alberta
1926	Harry Knight, Banff, Alberta
1927	Jack Hill, Calgary, Alberta
1928	Norman Edge, Cochrane, Alberta
1929	Herman Linder, Raymond, Alberta
1930	Canada Kidd, Kinuso, Alberta
1931	Canada Kidd, Kinuso, Alberta
1932	Smoky Snyder, Kimberley, B.C.
1933	Nate Waldrun, Strathmore, Alberta
1934	Herman Linder, Cardston, Alberta
1935	Don Thompson, Black Diamond, Alberta
1936	Herman Linder, Cardston, Alberta
1937	Muff Doan, Halkirk, Alberta

1938	Urban Doan, Halkirk, Alberta
1939	Chet McCarty, Cheyenne, Wyoming
1940	Paul Carney, Galetton, Alberta
1941	Urban Doan, Halkirk, Alberta
1942	Jack Wade, Halkirk, Alberta
1943	Urban Doan, Halkirk, Alberta
1944	Mitch Owens, Fresno, California
1945	Gerald Roberts, Strong City, Kansas
1946	Jimmy Schumaker, Phoenix, Arizona
1947	Jimmy Schumaker, Phoenix, Arizona
1948	Ken Brower, Manyberries, Alberta
1949	Gene Rambo, Shambdon, California
1950	Casey Tibbs, Pierre, South Dakota
1951	Bill Linderman, Red Lodge, Montana
1952	Jim Shoulders, Tulsa, Oklahoma

1953	Del Haverty, Benson, Arizona
1954	Buck Rutherford, Boise, Idaho
1955	Gene Gunderson, Calgary, Alberta
1956	Alf Owen, Patricia, Alberta
1957	Don Wilson, Buffalo, Wyoming
1958	John Hawkins, Abilene, Texas
1959	Del Haverty, Casagrande, Arizona
1960	Jack Buschbaum, Casseville, Wisconsin
1961	George Myren, Viking, Alberta
1962	Jim Roers, Caldwell, Idaho
1963	Buddy Peake, Tucson, Arizona
1964	Doug Flanagan, Ponoka, Alberta
1965	Jim Clifford, Ribstone, Alberta
1966	Harry Tompkins, Dublin, Texas

Winners of the Brahma Bull or Steer Riding Contest

1923	Casey Patterson, Gadsby, Alberta
1924	V. McDonald, Olds, Alberta
1925	Norman Edge, Cochrane, Alberta
1926	Tom McCoy, Irricana, Alberta
1927	Norman Edge, Cochrane, Alberta
1928	Canada Kidd, De Winton, Alberta
1929	Frank Sharp, High River, Alberta
1930	Eddie Woods, Emmett, Idaho
1931	Smoky Snyder, Kimberley, B.C.
1932	Smoky Snyder, Kimberley, B.C.
1933	Frank Sharp, Black Diamond, Alberta
1934	Herman Linder, Cardston, Alberta
1935	Herman Linder, Cardston, Alberta
1936	Herman Linder, Cardston, Alberta
1937	Don Thompson, Black Diamond, Alberta

1938	Herman Linder, Cardston, Alberta
1939	Urban Doan, Halkirk, Alberta
1940	Jack Wade, Halkirk, Alberta
1941	Jerry Ambler, Minburn, Alberta
1942	Jerry Ambler, Klamath Falls, Oregon
1943	Jerry Ambler, Klamath Falls, Oregon
1944	Muff Doan, Halkirk, Alberta
1945	Jimmy Schumaker, Phoenix, Arizona
1946	Johnny Tubbs, Valley, Washington
1947	R. Thompson, Black Diamond, Alberta
1948	Jim Shoulders, Tulsa, Oklahoma
1949	Buck Rutherford, Nowata, Oklahoma
1950	Jim Shoulders, Tulsa, Oklahoma
1952	Jim Shoulders, Tulsa, Oklahoma

1953	Harry Dodging Horse, Sarcee, Alberta
1954	Gordon Earl, Newgate, B.C.
1955	Buck Boyce, Fort Worth, Texas
1956	Dick Nash, Kindersley, Saskatchewan
1957	Bruce Coker, Sutherland, Nebraska
1958	Gid Garstad, Veteran, Alberta
1959	Jim Shoulders, Henryetta, Oklahoma
1960	Ed Letourneau, Davis, California
1961	Bob Shepherd, Lovett, Texas
1962	Billy Hand, West Palm Beach, Florida
1963	Mac Griffith, Pendleton, Oregon
1964	Joe Green, Sulphur, Oklahoma
1965	Gid Garstad, Coronation, Alberta
1966	Gid Garstad, Coronation, Alberta

Winners of the Chuckwagon Race

1923	Dan Riley, High River, Alberta
1924	Bagley & Lauder, Lacombe, Alberta
1925	Collins & Ross, Lousana, Alberta
1926	Dick Cosgrave, Cheadle, Alberta
1927	Tom Lauder, Innisfail, Alberta
1928	Tom Lauder, Innisfail, Alberta
1929	Jim Ross, Elnora, Alberta
1930	Dick Cosgrave, Michichi, Alberta
1931	Clem Gardner, Pirmez Creek, Alberta
1932	Jim Ross, Elnora, Alberta
1933	Dick Cosgrave, Wayne, Alberta
1934	J. C. Goettler, De Winton, Alberta
1935	Dick Cosgrave, Rosebud, Alberta
1936	Dick Cosgrave, Rosebud, Alberta
1937	Dick Cosgrave, Rosebud, Alberta

1938	Dick Cosgrave, Rosebud, Alberta
1939	Gene Goettler, De Winton, Alberta
1940	Dick Cosgrave, Rosebud, Alberta
1941	Chas. Lundseth, Bowden, Alberta
1942	Dick Cosgrave, Rosebud, Alberta
1943	Dick Cosgrave, Rosebud, Alberta
1944	Theo Thage, Halkirk, Alberta
1945	Alvin Hilker, Red Willow, Alberta
1946	Johnny Phelan, Red Deer, Alberta
1947	Johnny Phelan, Red Deer, Alberta
1948	J. J. Swain, Innisfail, Alberta
1949	Johnny Phelan, Red Deer, Alberta
1950	Bob Heberling, Rosebud, Alberta
1951	Willard & Nelson, Queenstown, Alberta
1952	Commodore Allen, Vulcan, Alberta

1953	Commodore Allen, Vulcan, Alberta
1954	Commodore Allen, Vulcan, Alberta
1955	Hank Willard, Queenstown, Alberta
1956	L. O. Nelson, High River, Alberta
1957	Peter Bawden, Calgary, Alberta
1958	Merle Anderson, Carbon, Alberta
1959	Peter Bawden, Calgary, Alberta
1960	O. Burkinshaw, Calgary, Alberta
1961	O. Burkinshaw & Peter Bawden (tie), Calgary
1962	Peter Bawden, Calgary, Alberta
1963	Peter Bawden, Calgary, Alberta
1964	Pratt & MacKay, Stettler, Alberta
1965	Janko Bros., Lousana, Alberta
1966	Siegurd Nielson, Standard, Alberta

Winners of the Novice or Canadian Bucking Horse Riding Championship

1923	Pete Vandermeer, Calgary, Alberta
1924	Pete La Grande, Pincher Creek, Alberta
1925	Al Falconer, Cardston, Alberta
1926	Harry Knight, Banff, Alberta
1927	Pete Knight, Crossfield, Alberta
1928	Leo Watrin, High River, Alberta
1929	Herman Linder, Raymond, Alberta
1930	Pete Knight, Crossfield, Alberta
1931	Slim Watrin, High River, Alberta
1932	Harry Knight, Banff, Alberta
1933	Pete Knight, Crossfield, Alberta
1934	Herman Linder, Cardston, Alberta
1935	Harley Walsh, Madden, Alberta
1936	Harley Walsh, Madden, Alberta
1937	Jerry Ambler, Minburn, Alberta

1938	Herman Linder, Cardston, Alberta
1939	Sykes Robinson, Cochrane, Alberta
1940	Harley Walsh, Madden, Alberta
1941	Wally Lindstrom, Airdrie, Alberta
1942	Urban Doan, Halkirk, Alberta
1943	Urban Doan, Halkirk, Alberta
1944	Carl Olsen, Ribstone, Alberta
1945	Frank Duce, Cardston, Alberta
1946	Frank Duce, Cardston, Alberta
1947	Bob Lauder, Elnora, Alberta
1948	Jim Turner, Rock Creek, B.C.
1949	Wilf Gerlitz, Black Diamond, Alberta
1950	Lem Horner, Penticton, B.C.
1951	Bill Johnson, Water Valley, Alberta
1952	Bob Chalmers, Millarville, Alberta

1953	Keith Hyland, Alsask, Saskatchewan
1954	Alfred Owens, Ponoka, Alberta
1955	Jack Hooker, Palace Bait, Saskatchewan
1956	Ray Vandierett
1957	Roy Robinson, Rockland, Idaho
1958	Garth Maxwell, Viking, Alberta
1959	Bob Gottfriedsen, Kamloops, B.C.
1960	Pete Bruisedhead, Cardston, Alberta
1961	Wayne Vold, De Winton, Alberta
1962	Shawn Davis, Washington
1963	Ivan Daines, Innisfail, Alberta
1964	Jack Phipps, Cochrane, Alberta
1965	Ivan Daines, Innisfail, Alberta
1966	Mel Hyland, Port Kells, B.C.

Winners of the Boys' Wild Steer Riding Contest

1924 C. Brunner
 1925 W. Goodrich, Calgary, Alberta
 1926 Jas. R. Boyle, Calgary, Alberta
 1927 Joe Fox, Morley, Alberta
 1928 Bill Bagley, Lacombe, Alberta
 1929 Joe Fox, Morley, Alberta
 1930 Paddy Cayan, Wayne, Alberta
 1931 Gerald Ambler, Wainwright, Alberta
 1932 Joe Gray, Dog Pound, Alberta
 1933 Duncan Cragg, Lousana, Alberta
 1934 L. C. Cawsey, Bassano, Alberta
 1935 Bobby Swain, Calgary, Alberta
 1936 Joe Kootenay, Jr., Morley, Alberta
 1937 Archie Preston, Talbot, Alberta
 1938 Kenneth McLean, Edmonton, Alberta

1923 Neil Campbell, Okotoks, Alberta
 1924 Frank Hodgkins, Kew, Alberta
 1925 Frank Hodgkins, Kew, Alberta
 1927 Frank Hodgkins, Kew, Alberta
 1928 Hughie Long, Prongo, Saskatchewan
 1929 Norman Edge, Cochrane, Alberta
 1930 Archie Miller, Cheadle, Alberta
 1931 Geo. McIntosh, High River, Alberta
 1932 DAY MONEY
 1933 " "
 1934 " "
 1935 " "
 1936 " "
 1937 " "
 1938 Day MONEY

1924 E. Burton, Claresholm, Alberta
 1925 Jack Brown, Lethbridge, Alberta
 1926 Bert Long, Elnor, Alberta
 1927 Richard Merchant, Carlsbad, N.M.
 1928 King Bearspaw, Pekisko, Alberta
 1929 Irby Mundy, Kaiser, Wyoming
 1930 W. J. Helmer, Sundre, Alberta
 1931 W. J. Gray, Dog Pound, Alberta
 1932 Johnny Left Hand, Morley, Alberta
 1933 Irby Mundy, Utleyville, Colorado
 1934 Roy Matthews, Fort Worth, Texas
 1935 Bob Grosley, Roswell, New Mexico
 1936 Clark Lund, Raymond, Alberta
 1937 Ernest Hall, Lethbridge, Alberta
 1938 Irby Mundy, Shamrock, Texas

1924 Ray Knight, Raymond, Alberta
 1925 Pete Brusehead, Standoff, Alberta
 1926 Ray Knight, Raymond, Alberta
 1927 Pete Brusehead, Standoff, Alberta
 1928 Eddie Bowlen, Calgary, Alberta
 1929 Floyd Peters, Cardston, Alberta
 1930 Floyd Peters, Cardston, Alberta
 1931 K. H. Galbraith, Cardston, Alberta
 1932 Pat Burton, Claresholm, Alberta
 1933 Pat Burton, Claresholm, Alberta
 1934 A. M. Burton, Claresholm, Alberta
 1935 Pat Burton, Claresholm, Alberta
 1936 Warner Linder, Cardston, Alberta
 1937 Pat Burton, Claresholm, Alberta
 1938 Hugh Connell, Stavely, Alberta

1924 P. LeGrande, Pincher Creek, Alberta
 1928 Lee A. Farris, De Winton, Alberta
 1929 Lee A. Farris, De Winton, Alberta
 1930 Frank Sharp, High River, Alberta
 1931 Herman Linder, Cardston, Alberta
 1932 Herman Linder, Cardston, Alberta
 1933 Herman Linder, Cardston, Alberta
 1934 Herman Linder, Cardston, Alberta
 1935 Herman Linder, Cardston, Alberta
 1936 Herman Linder, Cardston, Alberta
 1937 A. K. Lund, Milk River, Alberta
 1938 Herman Linder, Cardston, Alberta
 1939 Clark Lund, Raymond, Alberta
 1940 A. K. Lund, Milk River, Alberta

1928 Paddy Ryan, Ismay, Montana
 1929 Not awarded
 1930 Paddy Ryan, Ismay, Montana
 1931 Eddie Woods, Emmett, Idaho
 1932 Herman Linder, Cardston, Alberta
 1933 Eddie Woods, Emmett, Idaho
 1934 Herman Linder, Cardston, Alberta
 1935 Herman Linder, Cardston, Alberta
 1936 Herman Linder, Cardston, Alberta
 1937 Don Thompson, Black Diamond, Alberta
 1938 Herman Linder, Cardston, Alberta
 1939 Clark Lund, Raymond, Alberta
 1940 Jack Wade, Halkirk, Alberta

1927 Paddy Ryan, Ismay, Montana
 1928 Bob Crosby, Kenna, New Mexico
 1929 Everett Bowman, Safford
 1930 John Bowman, Trent, Texas
 1931 Oral Zumalt, Wolfe Creek, Missouri
 1932 Ralph Stanton, Missoula, Montana
 1933 Frank McDonald, High River, Alberta
 1934 Chick Hannon, North Platt, Nebraska
 1935 Warner Linder, Cardston, Alberta
 1936 Warner Linder, Cardston, Alberta
 1937 A. K. Lund, Milk River, Alberta
 1938 Warner Linder, Cardston, Alberta
 1939 Ray Mavity, Helena, Montana
 1940 Jack Wade, Halkirk, Alberta

1939 Earl Mayfield, Gleichen, Alberta
 1940 Glen Lee, Raymond, Alberta
 1941 George Aldorf, Wayne, Alberta
 1942 Lyle Doan, Halkirk, Alberta
 1943 Thomas Jerry, Cluny, Alberta
 1944 Horace Holloway, Jr., Morley, Alberta
 1945 Bob Duce, Cardston, Alberta
 1946 Red Mulgrew, Calgary, Alberta
 1947 Bob McKay, Black Diamond, Alberta
 1948 Harry Dodging Horse, Sarcee, Alberta
 1949 Thos. W. Lauder, Elnor, Alberta
 1950 Cody Morris, Black Diamond, Alberta
 1951 Charles Cassidy, Stettler, Alberta
 1952 James Gray, Calgary, Alberta

1953 Tommy Yellow Sun, Cluny, Alberta
 1954 Bill Stuckey, Stettler, Alberta
 1955 Jerry Weiss, Hanna, Alberta
 1956 Keith Powell, Turner Valley, Alberta
 1957 Frank Cocks, Strathmore, Alberta
 1958 Wayne Vold, De Winton, Alberta
 1959 Ivan Daines, Innisfail, Alberta
 1960 Ivan Daines, Innisfail, Alberta
 1961 Ivan Daines, Innisfail, Alberta
 1962 Franklin Daines, Innisfail, Alberta
 1963 John Dodds, Ponoka, Alberta
 1964 Bryan Anderson, Balzac, Alberta
 1965 Buddy Hamilton, De Winton, Alberta
 1966 Doug Vold, De Winton, Alberta

Winners of the Wild Horse Race

1939 " "
 1940 " "
 1941 " "
 1942 Urban Doan, Halkirk, Alberta
 1943 Chet Baldwin, Morley, Alberta
 1944 Ken Leadley, Hughenden, Alberta
 1945 John Spotted Eagle, Gleichen, Alberta
 1946 Cliff Vandergrift, Turner Valley, Alberta
 1947 Cliff Vandergrift, Turner Valley, Alberta
 1948 John Spotted Eagle, Gleichen, Alberta
 1949 Cliff Vandergrift, Turner Valley, Alberta
 1950 Bill Graham, East Coulee, Alberta
 1951 Cliff Vandergrift, Turner Valley, Alberta
 1952 Bill Graham, East Coulee, Alberta
 1953 Bill Graham, Drumheller, Alberta

Winners of the Wild Cow Milking Contest

1939 Chet Baldwin, Kew, Alberta
 1940 Cliff Vandergrift, Turner Valley, Alberta
 1941 Fred Burton, Claresholm, Alberta
 1942 A. Galarneau, Finnegan, Alberta
 1943 Cliff Vandergrift, Turner Valley, Alberta
 1944 Johnny Left Hand, High River, Alberta
 1945 Cliff Vandergrift, Turner Valley, Alberta
 1946 Don Leask, Madden, Alberta
 1947 Bill McLean, Morley, Alberta
 1948 F. C. Stover, Tularosa, New Mexico
 1949 Fred Galarneau, Cardston, Alberta
 1950 Don Leask, Madden, Alberta
 1951 Mac Leask, Madden, Alberta
 1952 Mac Leask, Madden, Alberta

1954 Chip Nunamker, Arrowhead, Alberta
 1955 Cliff Vandergrift, Turner Valley, Alberta
 1956 Don McLeod, Black Diamond, Alberta
 1957 Orville Strandquist, Scapa, Alberta
 1958 Cliff Vandergrift, Drayton Valley, Alberta
 1959 Cliff Vandergrift, Drayton Valley, Alberta
 1960 Len Chartie, Calgary, Alberta
 1961 Roy Groves, Carseland, Alberta
 1962 Bill Graham, East Coulee, Alberta
 1963 Orville Strandquist, Stettler, Alberta
 1964 Jim Clifford, Ribstone, Alberta
 1965 Cliff Vandergrift, Turner Valley, Alberta
 1966 Greg Kesler, Rosemary, Alberta

Winners of the Cowboys' Calf Roping Championship

1939 Al Galarneau, Finnegan, Alberta
 1940 Pat Burton, Claresholm, Alberta
 1941 W. M. Mounkes, Nanton, Alberta
 1942 Jack Morton, Warner, Alberta
 1943 Floyd Peters, Browning, Montana
 1944 Andy Gamlin, Wilson, Oklahoma
 1945 Floyd Peters, Havre, Montana
 1946 Al Galarneau, Sunnybrook, Alberta
 1947 George Leask, Madden, Alberta
 1948 F. C. Stover, Tularosa, New Mexico
 1949 Jimmie Cooper, Monument, New Mexico
 1950 Rudy Doucette, Phoenix, Arizona
 1951 Jim Stavely, Powhusko, Oklahoma
 1952 F. C. Stover, Tularosa, New Mexico

1953 F. C. Stover, Tularosa, New Mexico
 1954 Cliff Vandergrift, Turner Valley, Alberta
 1955 Byron Wolford, Tyler, Texas
 1956 Byron Wolford, Tyler, Texas
 1957 Sonny Hendrich, Clovington, N.M.
 1958 Dean Oliver, Fort Worth, Texas
 1959 Dale Smith, Phoenix, Arizona
 1960 Dale Smith, Chandler, Arizona
 1961 Vernon Kerns, Hearne, Texas
 1962 Mel Potter, Tucson, Arizona
 1963 Dale Smith, Chandler, Arizona
 1964 Dean Oliver, Boise, Idaho
 1965 Lee Farris, Sebastopol, California
 1966 Richard Stowers, Medill, California

Winners of the Canadian All-Round Cowboy Championship

1941 Frank McDonald, Maycroft, Alberta
 1942 J. Robertson, Pincher Creek, Alberta
 1943 Wally Lindstrom, Airdrie, Alberta
 1944 Wally Lindstrom, Airdrie, Alberta
 1945 J. Robinson, Pincher Creek, Alberta
 1946 Frank Duce, Cardston, Alberta
 1947 Frank Duce, Cardston, Alberta
 1948 Ken Brower, Manyberries, Alberta
 1949 Reg Kesler, Rosemary, Alberta
 1950 Reg Kesler, Rosemary, Alberta
 1951 Harold Mandeville, Skiff, Alberta
 1952 Wilf Gerlitz, Black Diamond, Alberta
 1953 Gordon Earl, Newgate, B.C.

1954 Gordon Earl, Newgate, B.C.
 1955 Wilf Gerlitz, Black Diamond, Alberta
 1956 Keith Hyland, Black Diamond, Alberta
 1957 Keith Hyland, Black Diamond, Alberta
 1958 Wilf Gerlitz, Youngstown, Alberta
 1959 Wilf Gerlitz, Youngstown, Alberta
 1960 George Myren, Viking, Alberta
 1961 George Myren, Viking, Alberta
 1962 George Myren, Viking, Alberta
 1963 Kenny McLean, Okanagan Falls, B.C.
 1964 Kenny McLean, Okanagan Falls, B.C.
 1965 Kenny McLean, Okanagan Falls, B.C.
 1966 Doug Flannigan, Okanagan Falls, B.C.

Winners of the North American All-Round Cowboy Championship

1941 Frank MacDonald, Maycroft, Alberta
 1942 Arnold Montgomery, Dorothy, Alberta
 1943 Arnold Montgomery, Dorothy, Alberta
 1944 Bill Linderman, Red Lodge, Montana
 1945 Bill Linderman, Red Lodge, Montana
 1946 Bill Linderman, Red Lodge, Montana
 1947 Bill Linderman, Red Lodge, Montana
 1948 Bill Linderman, Red Lodge, Montana
 1949 Eddie Akridge, Beaver, Oklahoma
 1950 Gerald Roberts, Strong City, Kansas
 1951 Bill Linderman, Red Lodge, Montana
 1952 Wilf Gerlitz, Black Diamond, Alberta
 1953 Del Haverty, Benson, Arizona

1954 Gordon Earl, Newgate, B.C.
 1955 Casey Tibbs, Fort Pierre, South Dakota
 1956 Keith Hyland, Black Diamond, Alberta
 1957 Keith Hyland, Black Diamond, Alberta
 1958 Guy Weeks, Abilene, Texas
 1959 Del Haverty, Casagrande, Arizona
 1960 George Myren, Viking, Alberta
 1961 Guy Weeks, Abilene, Texas
 1962 Guy Weeks, Abilene, Texas
 1963 Mac Griffith, Pendleton, Oregon
 1964 Kenny McLean, Okanagan Falls, B.C.
 1965 Kenny McLean, Okanagan Falls, B.C.
 1966 Jim Houston, Omaha, Nebraska

Winners of the Steer Decorating Contest

1941 Frank McDonald, Maycroft, Alberta
 1942 Jimmy Wells, Cardston, Alberta
 1943 Jimmy Robinson, Pincher Creek, Alberta
 1944 Pud Adair, Wicksburg
 1945 Floyd Peters, Havre, Montana
 1946 Tom Duce, Cardston, Alberta
 1947 Scotty Bagnell, Arlee, Montana
 1948 Elliott Calhoun, Las Vrue, New Mexico
 1949 Everett Vold, Ponoka, Alberta
 1950 Everett Vold, Ponoka, Alberta
 1951 Tom Duce, Cardston, Alberta
 1952 Tom Jones, California
 1953 Harry Dodging Horse, Sarcee, Alberta

1954 Francis Manywounds, Sarcee, Alberta
 1955 Stan Walker, Medicine Hat, Alberta
 1956 Bud Butterfield, Ponoka, Alberta
 1957 Harold Mandeville, Skiff, Alberta
 1958 Bud Van Cleave, Taber, Alberta
 1959 Bud Butterfield, Ponoka, Alberta
 1960 Stan Walker, Lethbridge, Alberta
 1961 C. R. Jones, Santa Fe, California
 1962 Bud Butterfield, Ponoka, Alberta
 1963 Bud Butterfield, Ponoka, Alberta
 1964 Stan Walker, Lethbridge, Alberta
 1965 Arnold Haraga, Skiff, Alberta
 1966 Stan Walker, Raymond, Alberta

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